

NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING FEBRUARY 20, 1983

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	WINDS OF WAR-PART VII(S)	41.0	34,150
2	WINDS OF WAR-PART II(S)	40.2	33,490
3	WINDS OF WAR-PART IV(S)	39.0	32,490
4	WINDS OF WAR-PART III(S)	38.7	32,240
5	WINDS OF WAR-PART V(S)	36.0	29,990
6	WINDS OF WAR-PART VI(S)	35.2	29,320
7	60 MINUTES	25.6	21,320
8	MAGNUM, P.I.	22.5	18,740
9	ABC MONDAY NIGHT MOVIE#	22.2	18,490
9	DALLAS	22.2	18,490
11	LOVE BOAT	21.6	17,990
12	FALL GUY	21.3	17,740
13	TV CENSORED BLOOPER'S #5(S)	21.1	17,580
14	DYNASTY#	20.9	17,410
14	THAT'S INCREDIBLE#	20.9	17,410
16	CANDID CAMERA'S 35TH(S)	20.6	17,160
17	THREE'S COMPANY#	20.3	16,910
18	M*A*S*H	19.8	16,490
19	A TEAM	19.6	16,330
19	CBS TUESDAY NIGHT MOVIES	19.6	16,330
19	DOM DE LUISE & FRIENDS(S)	19.6	16,330
22	NBC SUNDAY NIGHT MOVIE	19.5	16,240
23	AMANDA'S	19.0	15,830
24	CONDO	18.8	15,660

CONT'D

TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	WINDS OF WAR-PART VII(S)	28.2	61,450
2	WINDS OF WAR-PART II(S)	26.0	56,610
3	WINDS OF WAR-PART III(S)	24.9	54,250
4	WINDS OF WAR-PART VI(S)	24.3	53,030
5	WINDS OF WAR-PART IV(S)	24.0	52,370
6	WINDS OF WAR-PART V(S)	22.9	49,910
7	MAGNUM, P.I.	15.7	34,290
8	60 MINUTES	15.7	34,260
9	NBC SUNDAY NIGHT MOVIE	14.8	32,210
10	DIFF'RENT STROKES-SAT.	14.7	32,140
11	LOVE BOAT	14.7	32,130
12	A TEAM	14.6	31,760
13	TV CENSORED BLOOPER'S #5(S)	14.4	31,370
14	FALL GUY	14.2	31,000
15	SILVER SPOONS	14.2	30,980
16	CHIPS#	14.1	30,770
17	FAMILY CIRCUS-VALENTINE(S)	14.0	30,520
18	M*A*S*H	13.9	30,390
19	THAT'S INCREDIBLE#	13.9	30,260
20	ABC SUNDAY NIGHT MOVIE#	13.8	30,170
21	DALLAS	13.7	29,950
22	THREE'S COMPANY#	13.7	29,810
23	DUKES OF HAZZARD	13.6	29,710

HOUSEHOLDS

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
CONT'D			
24	FALCON CREST	18.8	15,660

TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)

NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(1)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING FEBRUARY 20, 1983

NIELSEN AVERAGE AUDIENCE

WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	WINDS OF WAR-PART VII(S)	34.3	29,620
2	WINDS OF WAR-PART II(S)	32.3	27,930
3	WINDS OF WAR-PART III(S)	31.7	27,340
4	WINDS OF WAR-PART VI(S)	31.6	27,250
5	WINDS OF WAR-PART IV(S)	31.1	26,820
6	WINDS OF WAR-PART V(S)	29.1	25,140
7	60 MINUTES	19.6	16,930
8	DALLAS	19.2	16,590
9	ABC MONDAY NIGHT MOVIE#	18.9	16,330
10	LOVE BOAT	17.8	15,350
11	MAGNUM, P.I.	17.4	15,050
12	DYNASTY#	17.0	14,640
13	THAT'S INCREDIBLE#	16.4	14,190
14	TV CENSORED BLOOPER'S #5(S)	16.3	14,090
15	NBC SUNDAY NIGHT MOVIE	16.2	13,970
16	FALCON CREST	16.1	13,940
17	FALL GUY	15.8	13,670
18	THREE'S COMPANY#	15.5	13,380
19	CANDID CAMERA'S 35TH(S)	15.4	13,300
20	9 TO 5#	14.7	12,730
21	M*A*S*H	14.6	12,640
22	KNOTS LANDING	14.6	12,570
23	CBS TUESDAY NIGHT MOVIES	14.4	12,470

MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	WINDS OF WAR-PART VII(S)	34.4	26,730
2	WINDS OF WAR-PART II(S)	30.6	23,780
3	WINDS OF WAR-PART III(S)	30.1	23,440
4	WINDS OF WAR-PART VI(S)	29.2	22,680
5	WINDS OF WAR-PART IV(S)	28.9	22,440
6	WINDS OF WAR-PART V(S)	27.4	21,310
7	60 MINUTES	19.5	15,190
8	A TEAM	16.4	12,760
9	ABC SUNDAY NIGHT MOVIE#	16.4	12,730
10	CANDID CAMERA'S 35TH(S)	15.5	12,030
11	MAGNUM, P.I.	14.9	11,620
12	CBS TUESDAY NIGHT MOVIES	14.9	11,590
13	FALL GUY	14.7	11,410
14	M*A*S*H	13.7	10,670
15	TV CENSORED BLOOPER'S #5(S)	13.5	10,510
16	NBC SUNDAY NIGHT MOVIE	13.4	10,460
17	THAT'S INCREDIBLE#	13.2	10,250
18	MATT HOUSTON#	12.9	10,040
19	JEFFERSONS	12.5	9,720
20	DYNASTY#	12.4	9,610
21	T.J. HOOKER	12.2	9,510
22	ABC MONDAY NIGHT MOVIE#	12.2	9,490
23	DOM DE LUISE & FRIENDS(S)	12.2	9,460
24	CHIPS#	12.2	9,450

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	WINDS OF WAR-PART VII(S)	32.3	17,500
2	WINDS OF WAR-PART III(S)	29.1	15,780
3	WINDS OF WAR-PART II(S)	29.0	15,680
4	WINDS OF WAR-PART VI(S)	28.8	15,570
5	WINDS OF WAR-PART IV(S)	28.1	15,220
6	WINDS OF WAR-PART V(S)	25.9	14,010
7	TV CENSORED BLOOPER'S #5(S)	17.9	9,710
8	NBC SUNDAY NIGHT MOVIE	17.3	9,350
9	ABC MONDAY NIGHT MOVIE#	17.2	9,290
10	DALLAS	16.1	8,730
11	FALL GUY	16.0	8,670
12	LOVE BOAT	15.9	8,630
13	DYNASTY#	15.9	8,600
14	MAGNUM, P.I.	15.6	8,450
15	THREE'S COMPANY#	15.6	8,430
16	HILL STREET BLUES	15.5	8,400
16	9 TO 5#	15.5	8,400
18	CANDID CAMERA'S 35TH(S)	15.4	8,330
19	THAT'S INCREDIBLE#	15.3	8,260
20	ABC SUNDAY NIGHT MOVIE#	15.1	8,160
21	LAVERNE & SHIRLEY	14.8	8,030
22	CBS TUESDAY NIGHT MOVIES	14.2	7,670
23	KNOTS LANDING	13.8	7,460

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	WINDS OF WAR-PART VII(S)	39.0	10,350
2	WINDS OF WAR-PART II(S)	37.9	10,060
3	WINDS OF WAR-PART III(S)	36.8	9,760
4	WINDS OF WAR-PART IV(S)	36.3	9,630
5	WINDS OF WAR-PART VI(S)	35.4	9,380
6	WINDS OF WAR-PART V(S)	34.9	9,240
7	60 MINUTES	32.1	8,520
8	DALLAS	24.3	6,450
9	ARCHIE BUNKER'S PLACE	21.5	5,690
10	FALCON CREST	21.4	5,660
11	LOVE BOAT	21.2	5,620
12	JEFFERSONS	20.8	5,520
13	MAGNUM, P.I.	20.5	5,440
14	GLORIA	20.4	5,420
15	ABC MONDAY NIGHT MOVIE#	20.3	5,390
16	AMANDA'S	19.9	5,280
17	T.J. HOOKER	19.1	5,070
18	THAT'S INCREDIBLE#	19.0	5,040
19	ONE DAY AT A TIME	18.9	5,020
20	CBS EVENING NEWS-RATHER	18.9	5,010
21	DYNASTY#	18.6	4,930

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BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING FEBRUARY 20, 1983

NIELSEN AVERAGE AUDIENCE

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	WINDS OF WAR-PART VII(S)	29.4	15,350
2	WINDS OF WAR-PART III(S)	26.1	13,660
3	WINDS OF WAR-PART II(S)	25.9	13,510
4	WINDS OF WAR-PART VI(S)	24.1	12,590
5	WINDS OF WAR-PART IV(S)	23.6	12,340
6	WINDS OF WAR-PART V(S)	22.8	11,930
7	ABC SUNDAY NIGHT MOVIE#	20.6	10,760
8	A TEAM	16.4	8,550
9	CANDID CAMERA'S 35TH(S)	15.8	8,260
10	FALL GUY	15.2	7,960
11	CBS TUESDAY NIGHT MOVIES	14.6	7,620
12	CHIPS#	14.5	7,570
13	M*A*S*H	14.1	7,360
14	HILL STREET BLUES	14.0	7,290
15	60 MINUTES	13.8	7,210
16	MAGNUM, P.I.	13.7	7,170
17	TV CENSORED BLOOPER'S #5(S)	13.5	7,040
18	NBC SUNDAY NIGHT MOVIE	13.2	6,910
19	MATT HOUSTON#	13.2	6,870
20	DYNASTY#	11.9	6,240
21	NEWHART	11.2	5,850
22	DOM DE LUISE & FRIENDS(S)	10.9	5,720
23	SPECIAL MOVIE PRESENT-CBS(S)	10.9	5,690
24	T.J. HOOKER	10.8	5,650

CONT'D

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	WINDS OF WAR-PART VII(S)	43.8	8,870
2	WINDS OF WAR-PART VI(S)	39.0	7,900
3	WINDS OF WAR-PART IV(S)	37.4	7,580
4	WINDS OF WAR-PART III(S)	37.2	7,540
5	WINDS OF WAR-PART II(S)	37.0	7,510
6	WINDS OF WAR-PART V(S)	36.8	7,450
7	60 MINUTES	32.6	6,600
8	ARCHIE BUNKER'S PLACE	20.2	4,100
9	ABC MONDAY NIGHT MOVIE#	20.2	4,090
10	THAT'S INCREDIBLE#	20.0	4,060
11	MAGNUM, P.I.	19.0	3,850
12	CBS EVENING NEWS-RATHER	17.7	3,590
13	AMANDA'S	17.5	3,540
13	GLORIA	17.5	3,540
15	DALLAS	17.4	3,520
16	A TEAM	17.3	3,500
17	LOVE BOAT	17.1	3,470
18	T.J. HOOKER	16.5	3,350
19	JEFFERSONS	16.4	3,320
20	CONDO	15.7	3,190
21	CBS TUESDAY NIGHT MOVIES	15.5	3,150

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
25	SIMON & SIMON	10.7	5,570

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND FEB. 1983 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)					
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11				
*EVENING																															
A TEAM																															
TUE. 8.00P 60 NBC A																															
8.00 - 8.30																															
8.30 - 9.00																															
ABC FRIDAY NIGHT MOVIE																															
2 FRI. 9.00P 120 ABC FF																															
9.00 - 9.30																															
9.30 - 10.00																															
10.00 - 10.30																															
10.30 - 11.00																															
ABC MONDAY NIGHT MOVIE																															
2 MON. 9.00P 120 ABC FF																															
9.00 - 9.30																															
9.30 - 10.00																															
10.00 - 10.30																															
10.30 - 11.00																															
ABC NEWSBRIEF-M-F																															
1 TUE. 8.28P 1 ABC N																															
1 WED. 8.30P 1																															
2 MON. 9.53P 1																															
2 TU&TH 9.58P 1																															
2 WED. 10.38P 1																															
2 FRI. 9.59P 1																															
ABC NEWSBRIEF-SAT. SAT. 9.58P 1 ABC N																															
ABC NEWSBRIEF-SUN. 1 SUN. 7.32P 2 ABC N																															
2 SUN. 10.03P 1																															
ABC SPORTS UPDATE-SAT. SAT. 8.58P 1 ABC SN																															
ABC SPORTS UPDATE-SUN. 2 SUN. 8.27P 1 ABC SN																															
ABC SUNDAY NIGHT MOVIE 2 SUN. 9.00P 175 ABC FF																															
9.00 - 9.30																															
9.30 - 10.00																															
10.00 - 10.30																															
10.30 - 11.00																															
11.00 - 11.30																															
11.30 - 12.00																															
ABC WORLD NEWS TONIGHT M-F 6.30P 30 ABC N																															
ABC WRLD NEWS TONIGHT-SUN 6.30P 30 ABC N																															

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND FEB. 1983 REPORT

PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																								
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																								
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS OF (2+)	LADY WORK- ING HOUSE WOM.	18- 34	18- 49	25- 54	35- 64	55+	18- 34	18- 49	25- 54	35- 64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11										
EVENING CONT'D																																		
AMANDA'S						2	199	193	A	19.0	28	1583	1599	704	284	752	216	371	331	346	333	542	156	286	246	283	224	157	64^	148	97			
THU.						8.30P	30	ABC	CS	99	99	B	19.0	28	1583	1599	704	284	752	216	371	331	346	333	542	156	286	246	283	224	157	64	148	97
ARCHIE BUNKER'S PLACE						17	200	200	A	16.4	24	1366	1625	714	282	794	208	326	294	299	416	660	205	305	277	232	299	45^	30^	126	79^			
SUN.						8.00P	30	CBS	CS	99	99	B	18.9	28	1574	1630	744	273	808	210	350	333	333	404	614	184	298	284	267	272	86	48	122	81
BARE ESSENCE						1		198	A	15.0	23	1250	1585	787	322	905	363	588	504	371	258	465	182^	303	260	232	143^	97^	51^	118^	58^			
2 TUE.						9.00P	120	NBC	GD		99	B	15.0	23	1250	1585	787	322	905	363	588	504	371	258	465	182	303	260	232	143	97	51	118	58
						9.00 - 9.30			A	15.5	23	1291	1655	769	291	883	359	561	472	347	264	517	235	354	287	225	139^	107^	34^	148^	79^			
						9.30 - 10.00			A	15.1	23	1258	1611	806	316	920	369	582	514	362	271	470	186^	317	254	229	139^	91^	44^	130^	69^			
						10.00 - 10.30			A	15.0	24	1250	1534	782	336	896	351	598	518	390	246	442	165^	278	241	231	144^	95^	68^	101^	46^			
						10.30 - 11.00			A	14.2	24	1183	1541	796	345	925	381	615	520	380	251	428	142^	261	256	245	146^	94^	62^	94^	35^			
BENSON						16		197	A	17.1	27	1424	1519	689	220	766	258	392	329	318	322	497	164^	290	266	252	154^	105^	84^	151^	98^			
2 FRI.						8.00P	30	ABC	CS		99	B	16.1	27	1341	1738	730	282	805	243	436	400	377	313	569	195	348	328	283	176	158	84	206	140
BRING 'EM BACK ALIVE						6	191	197	A	9.7	16	808	1734	683	287	736	240	410	358	353	260	620	175	367	378	336	201	170	59^	208	130^			
SAT.						8.00P	60	CBS	A		99	B	10.5	17	875	1820	709	274	768	244	440	393	391	273	653	198	391	380	353	211	168	70	231	149
						8.00 - 8.30			A	9.2	16	766	1781	717	301	775	253	418	358	363	285	599	173	355	359	322	193	178	54	229	142^			
						8.30 - 9.00			A	10.1	17	841	1700	655	272	699	225	403	359	347	236	649	178	386	400	361	209	162	63^	190	117^			
CAGNEY & LACEY						14		200	A	12.3	19	1025	1522	630	316	732	234	400	373	346	277	581	198^	329	292	262	240	127^	83^	82^	60^			
2 MON.						10.00P	60	CBS	OP		99	B	15.8	26	1316	1503	719	306	781	267	454	432	382	264	568	217	358	331	264	174	97	55	57	33
						10.00 - 10.30			A	12.7	20	1058	1585	652	333	748	235	427	396	368	271	598	219^	347	301	247	243	143^	100^	96^	66^			

10.30 - 11.00	A	11.9	19	991	1442	607	296	713	232	370	348	323	282	555	174	304	279	271	235	107	63	67	54
CANDID CAMERA'S 35TH(S)	A	20.6	33	1716	1636	693	227	776	259	486	438	418	225	701	263	482	426	330	158	110	20	49	29
2 MON.	A	21.1	33	1758	1615	687	217	772	252	485	439	420	223	668	247	447	401	313	158	122	18	53	35
10.00 - 10.30	A	20.1	33	1674	1652	697	233	776	264	487	438	417	221	732	279	515	447	346	159	100	22	44	21
10.30 - 11.00	A	14.8	25	1233	1451	671	217	738	133	265	280	346	406	573	114	229	242	279	292	61	40	79	44
CBS EVENING NEWS-RATHER	B	14.5	25	1208	1483	695	216	752	125	273	292	356	414	581	124	241	252	283	288	63	30	87	47
M-F	A	10.9	20	908	1608	726	187	787	178	328	277	312	406	764	208	369	347	363	294	22	17	35	LT
CBS EVENING NEWS-DEAN	B	10.4	19	866	1589	713	209	768	165	311	310	334	398	668	162	318	313	337	279	57	37	96	57
SUN.	A	12.1	23	1008	1565	683	225	704	105	285	271	374	392	663	141	319	278	338	299	87	30	111	67
CBS SAT. NEWS-SCHIEFFER	B	10.8	20	900	1547	690	201	745	123	277	276	361	411	645	156	298	280	313	296	71	38	86	41
SAT.	A	14.4	25	1200	1658	684	202	696	176	388	398	383	243	701	234	424	416	361	227	160	47	101	61
CBS SAT. NIGHT MOVIE	B	15.5	26	1291	1775	712	273	765	225	456	437	405	250	675	236	432	398	359	192	176	68	159	124
SAT.	A	12.9	21	1075	1693	714	221	733	196	400	401	383	273	699	220	409	404	357	239	121	31	140	71
9.00 - 9.30	A	14.1	23	1175	1687	693	211	702	186	402	403	388	235	722	246	454	452	375	218	159	51	104	69
9.30 - 10.00	A	15.3	27	1274	1615	666	185	670	153	365	385	383	240	693	238	417	412	353	224	162	57	90	58
10.00 - 10.30	A	15.3	28	1274	1629	665	190	676	170	383	391	373	234	693	233	421	401	357	225	186	41	74	50
10.30 - 11.00	A	19.6	29	1633	1756	708	315	764	284	471	432	366	223	710	300	467	370	308	194	153	55	129	82
CBS TUESDAY NIGHT MOVIES	B	18.1	28	1508	1574	764	295	820	261	471	453	408	279	567	192	342	308	276	188	109	62	78	48
TUE.	A	18.3	26	1524	1757	692	320	762	279	448	408	353	251	670	274	427	341	292	202	152	66	173	117
9.00 - 9.30	A	19.9	28	1658	1798	705	336	762	291	478	439	358	217	698	297	459	356	296	195	177	67	161	102
9.30 - 10.00	A	20.5	31	1708	1739	704	307	759	293	477	431	358	211	730	306	483	391	327	189	151	47	99	57
10.00 - 10.30	A	19.7	31	1641	1727	726	298	776	278	477	449	389	218	734	321	489	385	310	188	131	40	86	56
10.30 - 11.00	A	13.8	21	1150	1591	748	282	803	262	485	441	391	270	595	205	369	328	286	183	108	63	85	55
CBS WEDNESDAY NIGHT MOVIE																							
CONT'D																							

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND FEB. 1983 REPORT

PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	K E Y	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																							
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	Avg. Aud. %	Avg. Share %				Avg. Aud. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)
														TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL FEM.	TOTAL M.	TOTAL 6-11				
EVENING CONT'D																																						
FAME						19	203	203					A 13.7	20	1141	1951	728	343	831	408	603	456	304	189	484	252	377	336	189	76^	262	170	374	249				
THU.	8.00P	60	NBC	GD		99	98	B 13.6	21	1133	1923	706	288	784	344	529	429	311	209	550	260	396	327	229	121	270	170	319	230									
	8.00 - 8.30							A 12.8	19	1066	1920	705	328	810	405	579	428	272	196	501	261	391	347	196	83^	241	166	368	222									
	8.30 - 9.00							A 14.6	21	1216	1971	750	355	851	410	623	481	331	185	465	244	363	323	182	67^	275	174	380	271									
FAMILY CIRCUS-VALENTINE(S)						201							A 14.7	21	1225	2491	614	248	710	309	461	364	264	191^	580	286	431	371	239	75^	230	142^	971	602				
1 SUN.	7.30P	30	NBC	EA		99																																
FAMILY TIES						17	198	191					A 13.1	19	1091	1523	670	304	735	281	461	442	313	214	406	166	260	219	158	108^	204	144	178	140				
1 WED.	9.30P	30	NBC	CS		99	96	B 15.2	23	1266	1734	762	314	842	327	503	432	328	280	505	203	317	265	201	157	225	143	162	117									
2 WED.	10.00P	30																																				
FAMILY TREE						5	190	193					A 10.6	19	883	1561	723	298	830	245	458	419	388	308	452	135^	273	242	236	142	145	79^	134^	93^				
SAT.	10.00P	60	NBC	GD		97	98	B 10.5	18	875	1551	713	285	818	238	444	413	390	309	470	158	289	271	236	144	133	70	130	93									
	10.00 - 10.30							A 10.3	18	858	1531	724	290	821	237	435	398	374	323	442	130^	257	233	231	142	132^	74^	136^	96^									
	10.30 - 11.00							A 10.9	20	908	1576	726	306	837	254	484	440	400	290	459	141	287	249	241	139	148	79^	132^	91^									
FANTASY ISLAND						14	205	203					A 17.0	31	1416	1759	738	336	790	276	503	468	405	225	524	155	308	315	278	167	278	143	167	121				
SAT.	10.00P	60	ABC	A		99	99	B 16.5	29	1374	1734	736	305	802	306	512	458	378	229	552	229	366	331	240	149	209	111	171	130									
	10.00 - 10.30							A 17.1	30	1424	1777	738	337	796	286	508	466	396	229	524	157	308	320	275	167	283	150	174	124									
	10.30 - 11.00							A 16.9	31	1408	1732	740	337	785	269	499	469	414	222	521	151	305	310	282	166	267	132	159	116									
FILTHY RICH						4	190						A 12.8	18	1066	1800	713	268	787	322	517	470	353	227	576	293	443	381	231	103^	243	110^	194^	154^				
2 MON.	8.30P	30	CBS	CS		99		B 13.6	19	1133	1862	673	295	767	326	506	423	301	223	566	257	421	363	253	116	254	118	275	189									

GIMME A BREAK						6	196	198					A 15.7	22	1308	1743	702	259	774	321	518	443	358	205	453	195	340	280	194	89^	234	129	282	210			
THU.	9.00P	30	NBC	CS		98	99						B 15.4	22	1283	1770	730	274	807	330	526	446	343	233	501	234	370	285	211	106	232	140	230	162			
GLORIA						17	201	203					A 16.0	23	1333	1722	720	274	808	245	352	304	286	406	677	250	355	310	229	265	57^	26^	180	144			
SUN.	8.30P	30	CBS	CS		99	99						B 19.0	28	1583	1641	759	290	827	231	381	357	345	391	578	187	297	284	248	238	99	63	137	93			
HAPPY DAYS						18	207	207					A 17.5	26	1458	1804	715	312	806	348	505	401	318	261	510	225	314	278	179	147	212	98	276	203			
TUE.	8.00P	30	ABC	CS		99	99						B 18.3	28	1524	1918	689	290	761	347	529	423	299	190	499	238	355	301	201	108	283	156	375	249			
HART TO HART						15	203						A 15.9	26	1324	1480	782	349	858	334	549	501	419	255	435	169^	303	272	185	124^	100^	35^	87^	54^			
2 TUE.	10.00P	60	ABC	PD		99							B 18.9	31	1574	1626	759	301	826	335	558	486	387	213	574	255	399	346	240	135	132	77	94	56			
	10.00 - 10.30												A 16.1	26	1341	1452	769	328	840	339	548	491	398	241	427	178^	304	264	172^	120^	101^	35^	84^	52^			
	10.30 - 11.00												A 15.7	26	1308	1495	793	368	872	326	548	509	440	268	438	160^	302	276	195	127^	94^	33^	91^	55^			
HIGHWAY HONEYS(S)						203							A 10.0	14	833	1945	697	259^	792	399	603	498	325	117^	706	245^	484	444	422	181^	261^	125^	186^	132^			
1 SUN.	10.00P	60	NBC	CS		99							A 10.4	14	866	1910	687	246^	773	395	588	475	304	124^	703	241^	481	445	418	178^	257^	123^	177^	126^			
	10.00 - 10.30												A 9.6	14	800	1966	701	268^	802	397	612	517	346	108^	706	250^	486	438	420	185^	266^	128^	192^	137^			
	10.30 - 11.00																																				
HILL STREET BLUES						20	212	215					A 16.8	25	1399	1588	738	367	803	392	600	499	327	166	640	345	521	427	249	99	90	26^	55^	30^			
THU.	10.00P	60	NBC	OP		99	99						B 19.1	31	1591	1701	710	328	764	335	551	492	357	165	744	364	579	497	330	126	136	55	57	34			
	10.00 - 10.30												A 16.8	25	1399	1588	728	360	788	373	578	496	332	170	640	349	522	427	250	97	86^	26^	74^	44^			
	10.30 - 11.00												A 16.7	26	1391	1590	750	374	820	412	625	506	326	160	640	342	519	429	248	101	96	26^	34^	17^			
IT TAKES TWO						15	195						A 17.0	25	1416	1616	770	298	846	286	495	402	358	314	484	153^	266	242	238	155^	173	68^	113^	72^			
2 THU.	9.30P	30	ABC	CS		98							B 16.0	25	1333	1640	714	255	782	267	441	394	348	285	501	186	306	274	223	151	202	122	155	114			
JEFFERSONS						18	199	198					A 18.3	25	1524	1772	726	298	813	267	384	339	303	363	638	250	351	287	216	218	144	70^	177	116			
SUN.	9.00P	30	CBS	CS		99	99						B 20.0	29	1666	1687	752	298	828	239	401	385	354	371	553	192	295	280	233	211	151	87	155	104			
KNIGHT RIDER						18	197	203					A 14.0	20	1166	2016	564	215	614	217	411	399	319	155	603	252	422	383	297	133	243	132	556	403			
CONT'D																																					

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

27

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND FEB. 1983 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)								
													TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL FEM.	TOTAL	6-11						
EVENING CONT'D																																	
WINDS OF WAR-PART -CONT'D																																	
1	SUN.	8.00P	177	ABC	GD	99																											
		8.00 - 8.30							A	38.1	52	3174	1797	783	345	841	261	493	462	433	298	769	199	431	457	435	268	89	36^	98	62^		
		8.30 - 9.00							A	40.5	54	3374	1812	786	343	846	266	493	459	424	304	772	208	440	454	433	265	104	46^	90	61^		
		9.00 - 9.30							A	41.5	55	3457	1813	808	343	870	268	515	479	454	304	779	197	440	477	455	264	108	44^	56^	27^		
		9.30 - 10.00							A	41.8	56	3482	1811	818	341	878	264	518	491	464	304	784	207	449	485	452	257	102	37^	47^	21^		
		10.00 - 10.30							A	42.6	59	3549	1774	814	338	878	261	525	495	472	300	793	215	467	493	456	254	75	29^	28^	17^		
		10.30 - 11.00							A	41.7	61	3474	1776	818	331	883	254	526	493	481	306	789	210	466	492	460	251	78	27^	26^	17^		
*LATE FRINGE																																	
ABC NEWS:NIGHTLINE																																	
1	MWTHF	11.30P	30	ABC	N	96	96		A	7.3	20	608	1286	594	209	653	171	364	360	382	220	594	157	300	338	312	231	29^	11^	10^	LT		
1	TUE.	11.30P	32						B	6.4	18	533	1289	599	208	643	170	354	344	369	227	602	176	330	339	301	214	28	11	16	LT		
2	MTUTHF	11.30P	30																														
		11.30 - 12.00							A	7.3	20	608	1288	598	209	655	171	366	362	384	220	594	156	299	337	313	232	29^	11^	10^	LT		
ABC NEWS:NIGHTLINE-WED(B)																																	
2	WED.	12.11A	30	ABC	N	190	97		A	5.5	21	458	1236	675	201^	721	183^	318^	373^	387^	298^	449^	91^	265^	285^	271^	164^	66^	LT	LT	LT		
ABC WEEKEND REPORT-SAT.																																	
	SAT.	11.00P	15	ABC	N	89	89		A	6.1	12	508	1333	544	228^	644	307	431	374	315	176^	602	149^	406	418	367	154^	34^	LT	53^	23^		
									B	5.6	12	466	1325	566	216	626	220	361	329	301	220	554	192	355	326	271	161	91	44	54	45		
ABC WEEKEND REPORT-SUN.																																	
			20			165	167		A	5.3	13	441	1685	759	184^	860	343	587	509	385	256^	785	310	497	443	287	261^	40^	LT	LT	LT		
1	SUN.	11.00P	15	ABC	N	90	91		B	4.4	11	367	1392	627	201	681	256	450	412	330	189	616	218	407	380	301	171	66	17	29	15		
2	SUN.	12.00M	15																														
BS NEWS NIGHTWATCH-1																																	
1	M-THSU	2.00A	30	CBS	N	87	81	80	A	1.5	18	125	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT			
2	MTUTHS	2.00A	30						B	1.5	18	125	382	164	99	188	59	99	98	93	56	187	62	103	115	110	50	LT	LT	LT	LT		
BS NEWS NIGHTWATCH-2																																	
1	M-THSU	2.30A	210	CBS	N	95	114	115	A	1.1	24	92	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT			
2	MTUTHS	2.30A	210						B	1.0	23	83	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT			
2	WED.	2.40A	200																														
		2.30 - 3.00							A	1.3	20	108	509^	204^	55^	222^	56^	121^	92^	129^	74^	287^	74^	186^	157^	204^	65^	LT	LT	LT	LT		
		3.00 - 3.30							A	1.3	24	108	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT		
		3.30 - 4.00							A	1.2	27	100	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT		
		4.00 - 4.30							A	1.1	28	92	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT		
		4.30 - 5.00							A	1.0	28	83	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT		
		5.00 - 5.30							A	.9	25	75	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT		
		5.30 - 6.00							A	.8	21	67	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT		
BS SUNDAY NEWS-OSGOOD																																	
	SUN.	11.00P	15	CBS	N	20	123	122	A	5.6	10	466	1258	618	356	618	238^	270	221^	154^	301	603	309	410	276	140^	193^	37^	37^	LT	LT		
						68	68		B	6.1	13	508	1281	654	241	678	169	273	282	300	352	553	172	308	311	254	203	33	22	17	14		
DAVID LETTERMAN I																																	
1	M-TH	12.30A	30	NBC	GV	79	183	182	A	3.1	16	258	1124	442	175^	559	272	369	245	174^	175^	535	317	411	337	176^	77^	30^	23^	LT	LT		
2	MTUTH	12.30A	30						B	3.1	16	258	1125	479	181	549	243	334	250	203	182	520	301	428	312	174	71	45	LT	LT	LT		
2	WED.	1.00A	30																														
DAVID LETTERMAN II																																	
1	M-TH	1.00A	30	NBC	GV	79	183	182	A	2.3	16	192	958	396	83^	448	193^	276^	229^	150^	151^	500	370	401	302^	109^	57^	LT	LT	LT	LT		
2	MTUTH	1.00A	30						B	2.3	16	192	997	392	145	468	232	294	210	152	145	484	313	412	275	134	55	38	LT	LT	LT		
2	WED.	1.30A	30																														

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																						
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)												
														TOTAL	18-34	WOMEN 18-25			35-64	55+	TOTAL	18-34	MEN 18-25			35-64	55+	TOTAL FEM.	TOTAL	6-11								
LATE FRINGE CONT'D																																						
LAST WORD														A	2.6	11	217	1078	576	198	618	189	410	373	360	152	433	170	280	273	189	133	27	LT	LT	LT		
1	MWTHF	12.00M	60	ABC	N	67	168	169	B	2.7	11	225	1145	545	188	585	161	337	326	331	184	517	182	306	306	256	162	35	LT	LT	LT							
1	TUE.	12.02A	58																																			
2	MTUTHF	12.00M	60																																			
2	WED.	12.41A	60																																			
		12.00 - 12.30							A	3.0	11	250	1100	592	172	612	192	392	352	348	169	464	176	280	288	208	148	24	LT	LT	LT							
		12.30 - 1.00							A	2.2	11	183	1148	601	246	673	225	481	404	398	143	454	180	301	273	203	142	LT	LT	LT	LT							
		1.00 - 1.30							A	2.4	15	200	850	540	95	585	95	330	440	345	145	265	105	190	190	85	75	LT	LT	LT	LT							
LATE MOVIE I														A	6.3	21	525	1404	671	298	770	287	481	400	347	225	551	235	364	333	253	132	64	24	19	LT	LT	
	MTUTH	11.30P	71	CBS	FF	106	163	162	B	6.0	21	500	1302	648	292	719	237	433	407	366	209	509	215	352	315	230	120	60	30	14	LT							
1	WED.	11.30P	72			87	87																															
1	FRI.	11.30P	77																																			
2	WED.	12.10A	72																																			
2	FRI.	11.30P	78																																			
		11.30 - 12.00							A	6.9	19	575	1419	697	307	796	311	497	398	332	240	518	216	335	315	235	132	77	33	28	9							
		12.00 - 12.30							A	6.3	23	525	1411	679	294	767	282	477	402	354	220	561	254	376	338	251	125	65	26	18	9							
		12.30 - 1.00							A	4.7	22	392	1082	529	222	656	210	396	404	347	203	414	97	261	261	228	153	12	12	LT	LT							
		1.00 - 1.30							A	4.2	26	350	1294	568	337	685	226	538	484	397	147	609	129	409	409	368	200	LT	LT	LT	LT							
LATE MOVIE II														A	4.3	26	358	1263	596	271	677	219	424	385	348	174	539	260	366	325	226	108	41	LT	LT	LT		
1	MON.	12.41A	50	CBS	FF	106	163	162	B	4.1	24	342	1189	555	266	629	212	408	384	334	157	500	219	354	318	231	102	47	17	LT	LT							
1	TUE.	12.41A	49			87	87																															
1	WED.	12.42A	44																																			
1	THU.	12.41A	53																																			
1	FRI.	12.47A	38																																			
2	MON.	12.41A	40																																			
2	TUE.	12.41A	43																																			
2	WED.	1.22A	45																																			
2	THU.	12.41A	42																																			
2	FRI.	12.48A	42																																			
		1.00 - 1.30							A	4.3	27	358	1257	592	260	668	226	422	377	338	163	543	267	370	316	220	106	46	LT	LT	LT							
		1.30 - 2.00							A	3.3	26	275	898	379	211	553	221	432	360	277	121	345	101	192	192	172	153	LT	LT	LT	LT							
NBC LATE NIGHT MOVIE														A	1.1	3	92	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT			
1	SUN.	11.30P	63	NBC	FF	20	60	59	B	1.5	5	125	595	255	79	287	103	188	152	133	86	285	144	208	181	104	72	LT	LT	LT	LT							
2	SUN.	11.30P	43			39	39																															
		11.30 - 12.00							A	1.3	4	108	1250	519	315	602	93	240	306	296	259	648	92	250	343	454	278	LT	LT	LT	LT							
		12.00 - 12.30							A	1.0	4	83	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT								
NBC NEWS OVERNIGHT-M-F														A	1.4	13	117	615	154	LT	188	120	146	77	LT	42	401	239	273	240	102	119	LT	LT	LT	LT	LT	LT
1	MON.	1.30A	45	NBC	N	99	145	144	B	1.4	13	117	494	164	62	201	100	131	94	74	62	258	139	190	153	75	61	LT	LT	LT	LT							
1	TUE.	1.30A	44			90	90																															
1	WED.	1.30A	34																																			
1	THU.	1.30A	35																																			
1	FRI.	2.00A	31																																			
2	MON.	1.30A	42																																			
2	TUE.	1.30A	33																																			
2	WED.	2.00A	43																																			
2	THU.	1.30A	31																																			
2	FRI.	2.00A	27																																			
		1.30 - 2.00							A	1.3	12	108	287	102	LT	139	102	102	LT	LT	LT	148	130	130	111	LT	LT	LT	LT	LT	LT							
		2.00 - 2.30							A	1.5	13	125	600	71	80	128	88	88	64	LT	40	400	184	280	320	144	80	72	LT	LT	LT							

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND FEB. 1983 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
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														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
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2ND FEB. 1983 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																									
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)	CHILDREN (2-11)																	
													18-34					WOMEN 18-25-35-64 55+					MEN 18-25-35-64 55+					TOTAL FEM.	TOTAL 6-11												
WEEKDAY DAYTIME CONT'D																																									
CBS MORNING NEWS 2	M-F	8.30A	30	CBS	N	95	186	187	A	3.3	15	275	1167	588	167	646	108	214	210	323	371	443	98	203	189	203	222	20	LT	58	25										
						99	99		B	3.4	16	283	1183	666	142	695	124	243	239	315	402	411	80	152	158	186	233	24	LT	53	17										
CHILD'S PLAY	M-F	10.30A	30	CBS	QP	103	163	164	A	4.9	21	408	1368	672	135	728	252	378	326	297	272	395	153	203	152	134	157	39	22	206	27										
						86	86		B	4.0	19	333	1308	678	125	748	259	390	333	289	303	312	119	161	128	96	131	58	32	190	52										
DAYS OF OUR LIVES	M-F	1.00P	60	NBC	DD	99	209	209	A	6.7	21	558	1405	893	150	951	319	490	445	421	389	323	147	199	110	117	111	22	16	109	22										
		1.00 - 1.30				99	99		B	5.5	19	458	1317	863	156	941	305	457	410	387	420	273	100	141	101	95	123	38	29	65	19										
		1.30 - 2.00							A	6.4	21	533	1385	891	140	943	308	471	436	418	396	317	142	195	97	114	116	23	17	102	18										
									A	7.0	22	583	1408	890	151	949	326	505	449	417	381	321	146	197	118	120	104	23	15	115	22										
EARLY TODAY	M-F	6.30A	25	NBC	N	100	168	168	A	1.3	12	108	648	315	158	315	47	176	185	203	130	277	73	185	185	121	92	56	LT	LT	LT										
						91	91		B	1.2	13	100	715	335	130	358	65	159	212	239	144	287	86	180	197	138	77	LT	LT	LT	LT										
EDGE OF NIGHT	M-F	4.00P	30	ABC	DD	97	146	145	A	4.0	12	333	1300	691	213	784	372	537	445	352	156	222	101	114	72	73	75	141	102	153	93										
						77	78		B	3.8	12	317	1289	719	213	831	363	553	429	359	211	208	87	114	89	63	77	116	83	134	69										
FACTS OF LIFE	M-F	10.00A	30	NBC	CS	45	136	135	A	4.4	18	367	1507	695	182	749	335	463	360	209	237	258	71	155	131	132	85	118	109	382	103										
						84	84		B	4.1	1																														

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND FEB. 1983 REPORT

PROGRAM NAME		T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		
									VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
									WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)						
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11
WEEKDAY DAYTIME CONT'D																											
NEWSBREAK-3.57																											
M-F	3.57P	2	CBS	N	102	188	189	A	6.8	20	566	1214	793 152	878 203	424 409	457 371	195 59	95	72	77	90	69	51	72	29		
						97	97	B	6.4	20	533	1248	838 157	908 215	453 439	461 392	177 51	84 61	74 86			76 50	87	41			
ONE LIFE TO LIVE																											
M-F	2.00P	60	ABC	DD	99	201	201	A	8.0	27	666	1347	825 287	928 477	689 531	375 173	261 149	168 94	69	70	95	73	63	17			
	2.00 - 2.30					99	99	B	8.2	29	683	1277	806 241	904 439	649 486	358 204	224 110	143 94	68 69			75 62	74	26			
	2.30 - 3.00							A	7.8	26	650	1328	810 288	916 474	675 511	368 174	260 150	170 95	68	68	86	67	66	15			
								A	8.2	29	683	1341	830 281	926 473	693 542	375 170	257 145	161 92	70	71	99	76	59	18			
PRICE IS RIGHT 1																											
M-F	11.00A	30	CBS	AP	102	203	205	A	6.9	29	575	1400	596 97	665 199	305 270	271 307	452 144	208 171	151 220			33	30	250	64		
						99	99	B	7.0	32	583	1285	676 90	737 191	323 293	302 377	370 119	162 136	118 188			40	18	138	42		
PRICE IS RIGHT 2																											
M-F	11.30A	30	CBS	AP	103	203	205	A	8.9	36	741	1391	643 92	699 199	314 289	301 327	443 139	196 156	148 216			33	30	216	66		
						99	99	B	8.5	36	708	1297	684 94	747 185	316 291	314 389	379 119	161 131	122 199			41	19	130	38		
RYAN'S HOPE																											
M-F	12.30P	30	ABC	DD	99	176	176	A	5.5	20	458	1299	778 190	846 429	622 500	350 167	262 125	149 87	89	93	64	50	127	41			
						95	95	B	5.7	22	475	1229	736 197	829 397	581 453	331 202	236 109	144 114	79 79			67	48	97	34		
SALE OF THE CENTURY																											
M-F	10.30A	30	NBC	QG	35	146	146	A	4.6	19	383	1454	731 146	821 252	383 347	284 392	284 50	99	92	122	164	82	64	267	81		
						86	86	B	4.5	20	375	1382	722 126	780 229	376 331	317 357	334 100	149 138	124 163			87	52	181	51		
SEARCH FOR TOMORROW																											
M-F	12.30P	30	NBC	DD	100	166	166	A	2.8	10	233	1240	767 141	772 172	338 351	420 361	314 150	206	86	108	104	43	43	111	22		
						86	86	B	2.6	10	217	1263	789 147	854 238	372 318	333 413	278 86	116 84	97 148			43	33	88	27		
TATTLETALES																											
M-F	4.00P	30	CBS	QG	102	113	116	A	3.2	9	267	1142	688 119	744 145	310 317	389 371	270 78	104	45	90	154	50	42	78	34		
						64	64	B	2.9	9	242	1233	776 124	820 206	369 361	368 383	276 70	90 70	95 177			44	26	93	41		
TODAY SHOW-7.30AM																											
M-F	7.30A	30	NBC	N	100	209	209	A	4.3	21	358	1201	631 218	662 131	271 329	355 307	472 100	220 246	221 221			25	LT	42	25		
						99	99	B	4.1	22	342	1287	660 178	690 101	236 320	387 349	490 82	199 248	260 225			48	26	59	36		
TODAY SHOW-8.30AM																											
M-F	8.30A	30	NBC	N	100	209	209	A	4.8	21	400	1113	640 127	672 117	249 292	322 343	356 38	130	124	173	226	35	33	50	25		
						99	99	B	4.5	22	375	1203	709 137	740 126	266 302	340 392	397 47	131 158	186 228			27	22	39	LT		
\$25,000 PYRAMID																											
M-F	10.00A	30	CBS	QP	103	158	160	A	5.0	21	417	1281	698 134	734 219	373 341	357 292	400 127	194 173	151 174			36	21	111	29		
						87	87	B	4.0	19	333	1250	684 134	750 212	355 344	338 329	330 113	167 142	122 143			42	22	128	38		
WHEEL OF FORTUNE																											
M-F	11.00A	30	NBC	QG	34	200	199	A	6.1	26	508	1406	785 106	856 228	380 364	353 398	278 88	115	66	76	150	77	51	195	82		
						97	97	B	5.8	25	483	1330	765 119	828 219	367 342	354 396	309 96	135 101	98 160			50	34	143	49		
YOUNG AND THE RESTLESS																											
M-F	12.30P	60	CBS	DD	103	203	204	A	8.0	29	666	1320	841 160	907 295	503 449	418 327	279 106	147 132	112 97			16	16	118	39		
	12.30 - 1.00					99	99	B	7.9	31	658	1255	831 153	898 255	453 421	409 386	232 89	124 98	91 92			29	22	96	25		
	1.00 - 1.30							A	7.9	29	658	1328	838 148	901 290	501 452	420 326	285 110	149 133	113 99			12	12	130	39		
								A	8.1	29	675	1296	841 167	908 296	499 442	416 330	263 99	138 127	108 91			17	17	108	38		
*WEEKEND DAYTIME																											
ABC WEEKEND SPECIALS																											
SAT.	12.00N	30	ABC	FV	16	177	175	A	5.0	16	417	1729	509 204	571 346	464 293	181	69	256	156	249	167	100	LT	330	194	572	352
						91	90	B	5.9	18	491	1756	382 159	457 246	352 262	165 79	244 126	188 148	104 35			327	195	728	477		
ABC WIDE WORLD-SPORTS SAT																											
1 SAT.	5.00P	90	ABC	SA	11	201	201	A	11.0	24	916	1572	520 198	596 205	354 316	302 185	689 255	439 413	352 202			126	63	161	99		
2 SAT.	5.03P	87				98	99	B	9.5	20	791	1550	516 173	563 171	310 298	276 201	699 240	432 400	358 215			135	59	153	102		
	5.00 - 5.30							A	10.1	23	841	1503	519 183	600 203	352 327	313 184	651 227	406 394	332 191			113	53	139	121		
	5.3																										

41

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND FEB. 1983 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES															
																WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	WOMEN	
TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11																		
WEEKEND DAYTIME CONT'D																															
CAPTAIN KANGAROO-S-CONT'D																															
7.00 - 7.30																															
7.30 - 8.00																															
CBS CHILDREN'S FILM FEST.																															
SAT. 1.30P 30 CBS CL																															
3 126 115																															
A 3.8 12 317																															
B 3.7 11 308																															
CBS NCAA BASKETBALL																															
2 SUN. 3.55P 130 CBS SE																															
5 198																															
A 8.4 20 700																															
B 5.0 12 417																															
A 7.8 20 650																															
A 7.9 19 658																															
A 8.5 19 708																															
A 9.2 20 766																															
CBS NCAA BASKETBALL-SAT																															
1 SAT. 2.30P 129 CBS SE																															
7 190 187																															
B 5.5 14 458																															
2 SAT. 2.00P 120																															
A 4.7 16 392																															
A 5.0 15 417																															
A 4.7 14 392																															
A 4.9 14 408																															
A 4.9 12 408																															
CBS SPORTS SATURDAY																															
9 172 170																															
A 5.1 13 425																															
1 SAT. 4.39P 81 CBS SA																															
2 SAT. 4.30P 90																															
A 4.4 11 367																															
A 5.7 14 475																															
A 5.2 12 433																															
CBS SPORTS SUNDAY																															
1 SUN. 1.00P 150 CBS SA																															
6 181																															
A 6.2 16 516																															
B 6.7 19 558																															
A 4.8 14 400																															
A 5.0 14 417																															
A 5.9 16 491																															
A 6.7 17 558																															
A 8.4 20 700																															
DAYTONA 500(S)																															
2 SUN. 12.00N 235 CBS SE																															
192 97																															
A 8.7 26 725																															
A 5.4 19 450																															
A 7.5 24 625																															
A 8.6 27 716																															
A 9.6 28 800																															
A 9.4 28 783																															
A 9.1 26 758																															
A 10.2 28 850																															
A 10.0 27 833																															
DUKES																															
SAT. 10.30A 30 CBS CA																															
3 199 200																															
A 7.8 28 650																															
B 7.8 27 650																															
FACE THE NATION																															
SUN. 11.30A 30 CBS CC																															
20 145 104																															
A 3.2 10 267																															
B 3.5 11 292																															

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
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														WOMEN					MEN														
														18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11	
WEEKEND DAYTIME CONT'D																																	
IN THE NEWS- 1.26PM						7	135	129	A	4.2	14	350	2063	359	148	362	143	196	158	82	166	596	441	507	237	93	62	210	LT	895	561		
SAT. 1.26P 3 CBS CN						68	67	B	4.6	15	383	1881	330	205	457	239	320	208	132	128	440	286	372	248	122	55	221	100	763	443			
IN THE NEWS-10.56AM						21	199	200	A	7.3	26	608	2030	385	168	459	237	320	211	128	126	374	256	296	174	51	78	260	86	937	519		
SAT. 10.56A 3 CBS CN						99	99	B	5.8	21	483	1663	352	142	408	216	278	193	107	112	337	221	273	186	90	50	218	95	700	389			
IN THE NEWS-11.26AM						21	191	187	A	6.8	23	566	1841	398	161	470	256	350	210	127	105	405	278	305	154	77	100	221	120	745	393		
SAT. 11.26A 3 CBS CN						97	96	B	5.6	20	466	1666	369	157	440	234	312	222	128	103	347	223	265	174	92	64	230	125	649	358			
JETSONS						20	139	152	A	4.7	15	392	1518	309	82	352	273	273	132	15	64	155	147	147	41	LT	LT	174	81	837	437		
SAT. 12.00N 30 NBC CA						80	82	B	4.6	15	383	1720	343	152	393	228	295	179	129	77	243	143	207	155	86	29	271	123	813	447			
MEATBALL & SPAGHETTI						3	185	186	A	3.4	14	283	1647	286	53	290	113	179	99	124	111	305	129	167	124	117	120	313	205	739	335		
SAT. 9.00A 30 CBS CA						96	96	B	3.6	15	300	1806	278	74	338	96	179	128	139	159	262	94	130	108	130	103	352	159	854	444			
MEET THE PRESS						20	159	156	A	3.4	11	283	1187	516	177	520	82	114	144	197	376	459	53	173	177	261	268	21	21	187	113		
SUN. 12.30P 30 NBC CC						94	94	B	2.9	10	242	1359	529	154	594	136	191	168	181	367	558	133	280	269	266	248	82	41	125	65			
MORK/LAVERNE/FONZ HOUR-1						7	188	187	A	5.1	18	425	1765	339	99	382	205	297	235	164	41	184	120	150	104	49	27	381	219	818	522		
SAT. 11.00A 30 ABC CA						94	93	B	5.9	19	491	1812	276	117	314	187	258	186	105	37	210	130	179	131	67	25	395	234	893	554			
MORK/LAVERNE/FONZ HOUR-2						7	18																										

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND FEB. 1983 REPORT

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WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000) %	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
													TOTAL	18-34	WOMEN			18-49	25-54	35-64	55+	TOTAL	18-34	MEN			18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11			
WEEKEND DAYTIME CONT'D													A	5.1	13	425	1565	475	261^	548	216^	310	247^	258^	163^	734	313	486	415	344	174^	85^	85^	198^	162^
SPORTSWORLD-CONT'D													A	6.5	16	541	1505	444	240	514	167^	257	239	277	177^	789	312	571	477	411	182^	79^	79^	123^	100^
3.00 - 3.30													A	7.4	18	616	1430	461	264	514	195^	276	261	253	181^	716	204	507	432	435	176^	89^	89^	111^	70^
SUNDAY MORNING													A	5.5	23	458	1360	593	166^	633	175^	302	287	283	292	548	231^	378	341	241^	152^	65^	28^	114^	48^
SUN. 9.00A 90 CBS N 20 168 167													B	5.1	23	425	1375	588	192	613	147	248	257	288	310	568	172	318	356	299	192	47	14	147	79
9.00 - 9.30													A	4.7	22	392	1370	575	140^	613	145^	258^	233^	279^	332	541	218^	378	337	229^	154^	90^	51^	126^	36^
9.30 - 10.00													A	5.8	24	483	1329	576	172^	605	145^	283	283	290	285	567	236^	381	369	259	161^	55^	27^	102^	50^
10.00 - 10.30													A	5.9	23	491	1407	635	187^	680	230^	355	329	280	273	557	248^	387	332	239^	147^	52^	10^	118^	59^
SUPERFRIENDS													A	3.5	24	292	1507	137^	137^	147^	127^	66^	20^	20^	161^	86^	105^	67^	33^	56^	158^	LT	1041	758	
SAT. 8.00A 30 ABC CA 21 177 177													B	2.9	22	242	1721	203	98	243	105	145	111	100	89	162	60	116	93	85	41	203	50	1113	691
SUPERSTARS													A	4.7	13	392	1587	525	237^	609	241^	319	219^	176^	242^	559	169^	313	269^	301^	182^	275^	148^	144^	107^
SUN. 2.00P 90 ABC SE 3 174 173													B	6.4	16	533	1520	440	204	544	222	333	276	222	172	623	201	383	354	336	193	218	84	135	85
2.00 - 2.30													A	3.8	11	317	1593	511	208^	675	245^	347^	261^	212^	269^	494	158^	249^	212^	233^	172^	265^	114^	159^	121^
2.30 - 3.00													A	4.5	12	375	1587	503	242^	612	252^	334	224^	175^	220^	552	165^	284^	254^	278^	195^	306^	158^	117^	88^
3.00 - 3.30													A	5.8	15	483	1582	552	257	565	235^	292	189^	155^	240^	609	178^	373	320	364	182^	257	163^	151^	112^
THIS WEEK-DAVID BRINKLEY													A	4.2	14	350	1234	492	125^	512	41^	82^	89^	254^	389	600	74^	233^	291^	346^	295^	51^	34^	71^	34^
SUN. 11.30A 60 ABC N 19 172 168													B	4.2	14	350	1318	556	167	598	89	180	183	281	373	593	130	278	277	299	270	50	26	77	39
11.30 - 12.00													A	4.1	14	342	1354	469	116^	486	67^	108^	76^	243^	343^	638	85^	275^	339^	374	287^	90^	70^	140^	64^
12.00 - 12.30													A	4.3	14	358	1103	508	129^	528	LT	53^	98^	262^	430	559	62^	193^	244^	318^	298^	16^	LT	LT	LT
SA-WORLD-AMATEUR BOXING													A	5.3	13	441	1218	370	175^	413	168^	209^	176^	111^	182^	691	205^	445	386	428	200^	65^	20^	49^	18^
SUN. 3.30P 60 ABC SE 2 179 180													B	5.3	13	441	1218	370	175	413	168	209	176	111	182	691	205	445	386	428	200	65	20	49	18
3.30 - 4.00													A	5.0	12	417	1285	361	184^	412	135^	188^	144^	124^	208^	717	237^	468	353	412	213^	137^	43^	19^	LT
4.00 - 4.30													A	5.6	13	466	1142	367	166^	410	196^	223^	203^	98^	157^	661	172^	418	412	439	189^	LT	LT	71^	33^

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. FEB. 7, 1983

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE (Households (000) & %)		{		43,820 52.6													
ABC TV						WINDS OF WAR-PART 2 (8:00-10:50PM)											
AVERAGE AUDIENCE (Households (000) & %)		{		33,490													
SHARE OF AUDIENCE		{		40.2		35.9*		39.8*		40.7*		41.0*		42.5*		42.3*	
AVG. AUD. BY ¼ HR.		{		54		48 *		53 *		53 *		54 *		58 *		61 *	
TOTAL AUDIENCE (Households (000) & %)		{		34.3		37.5		39.7		39.8		40.5		41.0		40.8	
TOTAL AUDIENCE (Households (000) & %)		{		41.1		42.4		42.5		42.4		41.9					
CBS TV						SPECIAL MOVIE PRESENT-CBS PACKIN IT IN											
AVERAGE AUDIENCE (Households (000) & %)		{		14,830		12,250		11,410		12.9*		12.8*		14.6*		14.3*	
SHARE OF AUDIENCE		{		17.8		14.7		13.7		17 *		17 *		20 *		21 *	
AVG. AUD. BY ¼ HR.		{		24		19		19		12.8		13.1		14.5		14.6	
TOTAL AUDIENCE (Households (000) & %)		{		17.1		18.5		14.8		14.5		13.0		12.6		12.6	
TOTAL AUDIENCE (Households (000) & %)		{		15,160		21.8		18.7		15,580		18.7					
NBC TV						LITTLE HOUSE NW BEGINNING (OP)(SUS-OP)											
AVERAGE AUDIENCE (Households (000) & %)		{		13,240		15.9		13.9*		16.0*		17.0*		16.6*		12.8	
SHARE OF AUDIENCE		{		21		19 *		21 *		22 *		22 *		18		13.1*	
AVG. AUD. BY ¼ HR.		{		14.0		13.9		15.4		16.6		17.0		17.1		16.1	
TOTAL AUDIENCE (Households (000) & %)		{		21,990		26.4		24,320		29.2		24,320		29.2		24,320	
ABC TV						THAT'S INCREDIBLE											
AVERAGE AUDIENCE (Households (000) & %)		{		17,410		20.9		19.3*		22.6*		18,490		22.2		20.4*	
SHARE OF AUDIENCE		{		31		29 *		33 *		33		29 *		32 *		32 *	
AVG. AUD. BY ¼ HR.		{		18.4		20.2		22.6		22.6		20.3		20.5		21.8	
TOTAL AUDIENCE (Households (000) & %)		{		14,410		17.3		12,080		14.5		20,830		25.0		16,080	
TOTAL AUDIENCE (Households (000) & %)		{		19.3		15.4		12,830		15.4		12,830		15.4		12,830	
CBS TV						SQUARE PEGS											
AVERAGE AUDIENCE (Households (000) & %)		{		12,580		15.1		12.8		10,660		18,160		14,580		10,250	
SHARE OF AUDIENCE		{		23		18		18		21.8		21.8		17.5		12.3	
AVG. AUD. BY ¼ HR.		{		14.9		15.3		12.3		13.2		21.4		22.2		17.6	
TOTAL AUDIENCE (Households (000) & %)		{		18,660		22.4		23,820		28.6		20,910		25.1		20,910	
TOTAL AUDIENCE (Households (000) & %)		{		22.4		28.6		25.1		20,910		25.1					
NBC TV						LITTLE HOUSE NW BEGINNING (OP)											
AVERAGE AUDIENCE (Households (000) & %)		{		14,990		18.0		16.8*		19.1*		17,580		22.4*		17,160	
SHARE OF AUDIENCE		{		26		25 *		28 *		30		28 *		32 *		33	
AVG. AUD. BY ¼ HR.		{		16.2		17.3		19.0		19.3		19.4		20.2		22.7	
TOTAL AUDIENCE (Households (000) & %)		{		22.1		22.1		20.7		21.5		20.7		21.5		20.7	
TOTAL AUDIENCE (Households (000) & %)		{		19.6													
TV HOUSEHOLDS USING TV (See Def. 1)		{		WK. 1		66.9		69.5		68.7		70.9		73.2		75.1	
TV HOUSEHOLDS USING TV (See Def. 1)		{		WK. 2		61.9		63.8		64.0		65.5		66.3		67.6	
U.S. TV Households: 83,300,000		{															

U.S. TV Households: 83,300,000

For explanation of symbols, See page A

EVE. MON. FEB. 14, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. FEB.8, 1983

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
TOTAL AUDIENCE (Households (000) & %)						18,330 22.0		18,830 22.6		39,730 47.7								
ABC TV						HAPPY DAYS (OP)		LAVERNE & SHIRLEY		WINDS OF WAR-PART 3								
AVERAGE AUDIENCE (Households (000) & %)						15,160 18.2		16,830 20.2		32,240 38.7	38.0*		38.9*		39.8*		38.1*	
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						26 17.6	18.8	28 17.9	22.4	54 37.1	50 *		52 *		56 *		57 *	
TOTAL AUDIENCE (Households (000) & %)						19,580 23.5				23,740 28.5								
CBS TV						WALT DISNEY A VALENTINE FROM DISNEY (OP)				CBS TUESDAY NIGHT MOVIES CADDYSHACK (R)								
AVERAGE AUDIENCE (Households (000) & %)						14,990 18.0	18.0*		18.0*	15,160 18.2	18.4*		19.2*		18.4*		16.8*	
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						25 18.1	26 *		25 *	25 18.2	24 *		26 *		26 *		25 *	
TOTAL AUDIENCE (Households (000) & %)						19,080 22.9				10,250 12.3				7,500 9.0				
NBC TV						A TEAM (OP)				MAGIC OR MIRACLE (OP)			ST. ELSEWHERE					
AVERAGE AUDIENCE (Households (000) & %)						15,410 18.5	17.8*		19.2*	6,750 8.1	8.6*		7.6*	5,500 6.6	6.4*		6.9*	
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						26 17.6	25 *		27 *	11 9.3	11 *		10 *	10 6.3	9 *		10 *	
(Households (000) & %)						19.5	18.1	19.2	19.1	20.6	7.9		7.4	20.7	6.6	6.6	7.1	
ABC TV						HAPPY DAYS		LAVERNE & SHIRLEY		THREE'S COMPANY		9 TO 5 (OP)		HART TO HART				
AVERAGE AUDIENCE (Households (000) & %)						13,910 16.7		13,490 16.2		16,910 20.3		15,490 18.6		13,240 15.9	16.1*		15.7*	
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						25 15.9	17.5	24 15.9	16.5	30 19.5	21.1	28 18.4	18.9	26 16.4	26 *		26 *	
TOTAL AUDIENCE (Households (000) & %)						15,410 18.5				22,910 27.5								
CBS TV						WALT DISNEY THE HUNTER AND THE ROCK STAR (OP)(R)				CBS TUESDAY NIGHT MOVIES MURDER IN COWETA COUNTY								
AVERAGE AUDIENCE (Households (000) & %)						10,330 12.4	11.7*		13.0*	17,410 20.9	18.2*		20.5*		22.5*		22.6*	
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						19 12.0	18 *		19 *	33 17.7	27 *		31 *		36 *		37 *	
TOTAL AUDIENCE (Households (000) & %)						21,910 26.3				19,490 23.4								
NBC TV						A TEAM (OP)				BARE ESSENCE (SUS-OP)								
AVERAGE AUDIENCE (Households (000) & %)						17,160 20.6	20.0*		21.2*	12,500 15.0	15.5*		15.1*		15.0*		14.2*	
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						31 19.6	31 *		32 *	23 15.6	23 *		23 *		24 *		24 *	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	64.6	66.3	67.9	69.7	70.2	70.1	71.3	73.0	75.2	75.4	74.9	74.2	72.1	70.4	68.8	64.6
		WK. 2	63.1	63.8	63.3	64.5	64.9	66.1	66.8	67.7	67.3	67.7	66.1	65.9	63.7	62.6	61.0	59.7

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

EVE.TUE. FEB.15, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. FEB.9, 1983

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					23,160 27.8				39,820 47.8							
	ABC TV								FALL GUY (OP)					WINDS OF WAR-PART 4 (9:00-10:57PM)			
	AVERAGE AUDIENCE (Households (000) & %)					17,910 21.5	19.5*		23.4*	32,490 39.0	37.3*		39.7*		40.3*		38.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					32 18.8	29* 20.2		34* 21.9	57 25.0	51* 37.8		56* 40.2		60* 40.3		61* 39.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					13,410 16.1				14,080 16.9							
	CBS TV								SEVEN BRIDES/SEVEN BROS. (OP)					CBS WEDNESDAY NIGHT MOVIE THE IN-LAWS(R)			
	AVERAGE AUDIENCE (Households (000) & %)					10,330 12.4	12.8*		12.0*	8,080 9.7	9.8*		10.1*		9.8*		9.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					18 12.9	19* 12.8		17* 12.3	14 11.6	14* 10.0		14* 10.1		15* 10.1		14* 9.0
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					18,660 22.4				14,660 17.6		11,910 14.3		12,000 14.4			
	NBC TV								REAL PEOPLE (OP)		FACTS OF LIFE		FAMILY TIES (SUS-OP)		QUINCY, M.E.		
	AVERAGE AUDIENCE (Households (000) & %)					14,740 17.7	17.4*		18.0*	12,990 15.6		10,500 12.6		8,830 10.6	10.8*		10.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					26 17.9	26* 17.8		26* 17.5	22 14.9		18 16.2		16 12.5	16* 11.1		17* 10.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)							24,160 29.0				24,410 29.3			20,660 24.8		
	ABC TV							PRES. REAGAN'S NEWS CONF. (8:00-8:41PM) (SUS)		DOM DE LUISE & FRIENDS (8:41-9:41PM)(-OP)			FALL GUY (9:41-10:41PM) (OP)(-OP)		DYNASTY (10:41-11:41PM) (OP)(-OP)		
	AVERAGE AUDIENCE (Households (000) & %)							16,330 19.6			20.5*	17,490 21.0			21.7*	17,410 20.9	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %							28 17.8		20.5 17.7	29* 20.6	31 18.1		32* 21.3	36 22.2	30.8 20.4	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)							19,740 23.7				22,490 27.0					
	CBS TV							CBS NEWS SPECIAL REPORT (8:00-8:40) (SUS)		SEVEN BRIDES/SEVEN BROS. (8:40-9:40PM) (OP)(-OP)				CBS WEDNESDAY NIGHT MOVIE DIXIE/CHANGING HABITS (9:40-11:40PM) (OP)(-OP)			
	AVERAGE AUDIENCE (Households (000) & %)							13,990 16.8	14.6*		17.8*	14,830 17.8	16.7*		18.6*		18.5*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %							24 14.3	22* 14.8		25* 16.9	28 18.6	24* 16.1		28* 18.7		29* 18.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)							17,330 20.8				15,240 18.3		12,580 15.1		14,240 17.1	
	NBC TV							PRES. NEWS CONFERENCE-NBC (8:00-8:39PM) (SUS)		REAL PEOPLE (8:39-9:30PM) (OP)		FACTS OF LIFE		FAMILY TIES (OP)		QUINCY, M.E. (10:30-11:30PM) (-OP)	
	AVERAGE AUDIENCE (Households (000) & %)							11,910 14.3	13.0*		15.2*	12,580 15.1		11,330 13.6		10,330 12.4	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %							21 12.1	19* 13.3		22* 15.3	22 15.2		20 14.0		21 16.3	
TV HOUSEHOLDS USING TV		WK. 1	62.2	64.4	64.9	66.3	66.3	67.6	68.6	69.7	72.5	72.6	71.1	70.7	68.3	66.2	64.8
(See Def. 1)		WK. 2	60.1	62.3	63.8	65.8	65.8	65.7	66.8	67.3	69.3	70.1	69.5	68.1	65.9	65.3	62.5
U.S. TV Households: 83,300,000																	

For explanation of symbols, See page A

EVE.WED. FEB.16, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. FEB.10, 1983

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					18,740 22.5		19,240 23.1		36,820 44.2							
	ABC TV					CONDO		AMANDA'S					WINDS OF WAR-PART 5 (9:00-10:54PM)				
	AVERAGE AUDIENCE (Households (000) & %)					16,490 19.8		17,830 21.4		29,990 36.0							
	SHARE OF AUDIENCE %					30		31		50							
	AVG. AUD. BY ¼ HR.					19.1	20.6	20.2	22.5	33.9	36.0	36.7	36.6	36.9	36.2	35.9	35.4
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					21,910 26.3				15,660 18.8				15,490 18.6			
	CBS TV							MAGNUM, P.I. (OP)				SIMON & SIMON					KNOTS LANDING
	AVERAGE AUDIENCE (Households (000) & %)					18,080 21.7	20.9*		22.5*	12,160 14.6				12,410 14.9			
	SHARE OF AUDIENCE %					32	32 *		33 *	20				22			
	AVG. AUD. BY ¼ HR.					20.3	21.6	22.7	22.2	14.8	14.2	14.5	15.0	14.6	15.1	15.0	14.9
WEEK 3	TOTAL AUDIENCE (Households (000) & %)					14,910 17.9				13,740 16.5		12,000 14.4		14,740 17.7			
	NBC TV							FAME (OP)				GIMME A BREAK		CHEERS (OP)			HILL STREET BLUES
	AVERAGE AUDIENCE (Households (000) & %)					11,410 13.7	13.0*		14.3*	12,250 14.7		10,910 13.1		11,330 13.6			
	SHARE OF AUDIENCE %					20	20 *		21 *	20		18		20			
	AVG. AUD. BY ¼ HR.					12.8	13.3	14.3	14.4	14.4	15.0	12.8	13.3	13.8	13.3	13.6	13.8
WEEK 4	TOTAL AUDIENCE (Households (000) & %)					17,160 20.6		14,990 18.0		15,990 19.2		15,660 18.8		17,330 20.8			
	ABC TV					CONDO		AMANDA'S				TOO CLOSE FOR COMFORT		IT TAKES TWO (OP)			20/20
	AVERAGE AUDIENCE (Households (000) & %)					14,740 17.7		13,830 16.6		14,660 17.6		14,160 17.0		13,240 15.9			
	SHARE OF AUDIENCE %					26		24		26		25		25			
	AVG. AUD. BY ¼ HR.					17.0	18.5	16.8	16.4	17.4	17.9	17.0	17.0	16.4	16.3	15.7	15.1
WEEK 5	TOTAL AUDIENCE (Households (000) & %)					23,240 27.9				22,320 26.8				18,830 22.6			
	CBS TV							MAGNUM, P.I. (OP)				SIMON & SIMON					KNOTS LANDING
	AVERAGE AUDIENCE (Households (000) & %)					19,410 23.3	22.2*		24.4*	17,910 21.5				16,330 19.6			
	SHARE OF AUDIENCE %					35	33 *		36 *	32				31			
	AVG. AUD. BY ¼ HR.					21.2	23.2	24.5	24.3	20.7	20.8	22.2	22.5	19.8	19.5	19.8	19.2
WEEK 6	TOTAL AUDIENCE (Households (000) & %)					14,660 17.6				15,240 18.3		14,660 17.6		19,080 22.9			
	NBC TV							FAME (OP)				GIMME A BREAK		CHEERS (SUS-OP)			HILL STREET BLUES
	AVERAGE AUDIENCE (Households (000) & %)					11,410 13.7	12.5*		14.8*	13,830 16.6		13,240 15.9		16,410 19.7			
	SHARE OF AUDIENCE %					20	19 *		22 *	24		24		31			
	AVG. AUD. BY ¼ HR.					12.3	12.7	14.3	15.3	16.3	16.8	15.9	15.8	19.7	20.1	20.1	19.0
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	62.1	62.7	63.2	64.6	65.7	67.0	67.9	69.8	72.7	73.9	73.1	72.8	71.0	69.7	69.2
		WK. 2	61.0	63.2	63.7	65.6	66.1	67.5	67.9	67.9	68.1	68.4	67.1	66.8	64.9	63.8	63.4
																	60.4

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

EVE.THU. FEB.17, 1983

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					37,490 45.0											
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					29,320 35.2	30.8*		34.4*		36.3*		36.3*		36.9*		37.1*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					49 29.4	43 *		48 *		49 *		49 *		52 *		55 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					18,160 21.8				18,410 22.1				14,830 17.8			
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					14,160 17.0	17.0*		17.0*		18.0*		19.1*		15.4		15.1*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					24 16.9	24 *		24 *		25		26 *		22		22 *
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					12,410 14.9				12,660 15.2				12,580 15.1			
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					9,750 11.7	11.6*		11.8*		12.2*		12.2*		11.9		11.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					16 11.6	16 *		16 *		17		17 *		17 *		18 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					15,990 19.2		13,910 16.7		17,660 21.2							
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					14,240 17.1		12,500 15.0		8,910 10.7		11.4*		10.5*		10.4*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					27 16.9		24 15.0		17 12.1		18 *		16 *		17 *	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					19,580 23.5				24,320 29.2				21,910 26.3			
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					14,990 18.0	17.1*		18.8*		25.1*		26.6*		22.4*		21.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					29 16.8	27 *		30 *		40		41 *		37		38 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					14,080 16.9				15,990 19.2				15,160 18.2			
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					9,660 11.6	11.2*		12.0*		15.2*		16.1*		15.1		15.1*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					19 11.4	18 *		19 *		24		25 *		26		26 *
TV HOUSEHOLDS USING TV		WK 1	62.2	64.5	65.6	67.3	70.1	71.7	71.6	72.7	72.9	74.2	73.5	73.4	71.2	69.7	69.0	65.3
(See Def. 1)		WK 2	57.6	58.7	59.0	61.0	62.3	62.7	62.4	63.4	64.4	64.8	64.4	64.2	61.0	59.9	58.5	56.8

U.S. TV Households: 83,300,000

For explanation of symbols, See page 8

EVE.FRI. FEB.18, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. FEB.12, 1983

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE (Households (000) & %)				19,910 23.9				21,660 26.0				17,580 21.1							
ABC TV				T.J. HOOKER (OP)				LOVE BOAT (OP)				FANTASY ISLAND							
WEEK 1	AVERAGE AUDIENCE (Households (000) & %)			15,490 18.6		17.5*		19.8*		17,910 21.5		20.0*		22.9*		14,490 17.4	17.5*	17.4*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.			30 17.1		28 *		31 *		34 19.4		31 *		36 *		31 17.5	30 *	31 *	
TOTAL AUDIENCE (Households (000) & %)				11,500 13.8				21,740 26.1											
CBS TV				BRING 'EM BACK ALIVE (OP)								CBS SAT. NIGHT MOVIE THE HUNTER							
WEEK 1	AVERAGE AUDIENCE (Households (000) & %)			8,160 9.8		9.1*		10.5*		14,490 17.4		16.2*		17.1*		18.4*		17.9*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.			16 9.5		15 *		17 *		29 16.1		25 *		27 *		32 *		32 *	
TOTAL AUDIENCE (Households (000) & %)				17,240 20.7		16,160 19.4		13,740 16.5		10,910 13.1		11,250 13.5							
NBC TV				DIFF'RENT STROKES-SAT.		SILVER SPOONS (OP)		MAMA'S FAMILY		TEACHERS ONLY (OP)				FAMILY TREE					
WEEK 1	AVERAGE AUDIENCE (Households (000) & %)			14,990 18.0		14,660 17.6		12,660 15.2		9,580 11.5		8,660 10.4		10.1*		10.8*			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.			29 17.3		28 18.8		24 14.8		18 15.5		18 11.9		18 11.1		17 *		19 *	
TOTAL AUDIENCE (Households (000) & %)				18,490 22.2				22,410 26.9				17,490 21.0							
ABC TV				T.J. HOOKER (OP)				LOVE BOAT (OP)				FANTASY ISLAND							
WEEK 1	AVERAGE AUDIENCE (Households (000) & %)			14,490 17.4		16.3*		18.6*		17,990 21.6		20.2*		23.0*		13,740 16.5		16.6*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.			30 15.8		29 *		32 *		36 19.8		34 *		38 *		30		30 *	
TOTAL AUDIENCE (Households (000) & %)				11,330 13.6				15,490 18.6											
CBS TV				BRING 'EM BACK ALIVE (OP)								CBS SAT. NIGHT MOVIE THE FIGHTER							
WEEK 1	AVERAGE AUDIENCE (Households (000) & %)			7,910 9.5		9.2*		9.7*		9,500 11.4		9.6*		11.1*		12.1*		12.7*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.			17 9.5		16 *		17 *		20 9.7		16 *		19 *		22 *		24 *	
TOTAL AUDIENCE (Households (000) & %)				15,740 18.9		15,580 18.7		15,740 18.9		12,250 14.7		11,580 13.9							
NBC TV				DIFF'RENT STROKES-SAT.		SILVER SPOONS (OP)		MAMA'S FAMILY		TEACHERS ONLY				FAMILY TREE					
WEEK 1	AVERAGE AUDIENCE (Households (000) & %)			13,830 16.6		14,080 16.9		14,240 17.1		10,580 12.7		8,910 10.7		10.5*		10.9*			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.			29 15.7		29 17.6		29 16.7		21 13.2		21 12.2		20 10.5		19 *		20 *	
TV HOUSEHOLDS USING TV (See Def. 1)																			
WK 1		57.9	59.3	60.1	61.3	61.6	62.4	63.0	63.4	63.4	63.9	63.2	62.5	58.9	57.2	56.1	55.6		
WK 2		53.0	54.2	53.8	55.1	56.2	56.6	58.1	58.8	59.0	59.6	59.8	59.8	56.0	54.6	53.9	53.3		

TV HOUSEHOLDS USING TV	WK. 1	57.9	59.3	60.1	61.3	61.6	62.4	63.0	63.4	63.4	63.9	63.2	62.5	58.9	57.2	56.1	55.6
(See Def. 1)	WK. 2	53.0	54.2	53.8	55.1	56.2	56.6	58.1	58.8	59.0	59.6	59.8	59.8	56.0	54.6	53.9	53.3

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

EVE.SAT. FEB.19, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. FEB.12, 1983

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	5,410 6.5														
	ABC TV		ABC WEEKEND REPORT- SAT.														
	AVERAGE AUDIENCE (Households (000) & %)	{	5,250 6.3														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	13 6.3														
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{															
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%															
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{			11,660 14.0												
	NBC TV				SATURDAY NIGHT (11:30-12:49AM) (SUSTAINING 12:49-1:00AM)												
	AVERAGE AUDIENCE (Households (000) & %)	{			6,330 7.6	8.8*		7.2*									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%			22 9.1	22*	7.7	21*	6.5	6.4							
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{	5,000 6.0														
	ABC TV		ABC WEEKEND REPORT- SAT.														
	AVERAGE AUDIENCE (Households (000) & %)	{	4,830 5.8														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	12 5.8														
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{															
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%															
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{			10,410 12.5												
	NBC TV				SATURDAY NIGHT (11:30-12:49AM) (SUSTAINING 12:49-1:00AM)												
	AVERAGE AUDIENCE (Households (000) & %)	{			6,160 7.4	8.5*		7.2*									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%			21 8.7	21*	7.8	21*	6.6	5.9	5.6						

TV HOUSEHOLDS USING TV	WK. 1	51.7	47.6	40.7	37.8	35.0	33.2	30.9	28.4	24.8	21.5	18.2	16.1	14.4	12.7	11.7	10.0
(See Def. 1)	WK. 2	50.0	46.9	42.0	38.7	35.3	32.2	30.0	28.0	24.8	22.1	19.4	17.1	14.5	13.2	11.9	10.8

U.S. TV Households: 83,300,000

For explanation of symbols, See page A

EVE.SAT. FEB.19, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. FEB.13, 1983

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45										
TOTAL AUDIENCE (Households (000) & %)		{ 17,160 20.6				{ 42,150 50.6																					
ABC TV		RIPLEY'S BELIEVE IT-NOT (OP)										WINDS OF WAR-PART 7 (8:00-10:57PM)															
AVERAGE AUDIENCE (Households (000) & %)		{ 11,500 13.8		11.4*		16.2*		34,150 41.0		38.1*		40.5*		41.5*		41.8*		42.6*	41.7*								
SHARE OF AUDIENCE %		{ 21 18 *				24 *		56		52 *		54 *		55 *		56 *		59 *	61								
AVG. AUD. BY ¼ HR. %		{ 10.6 12.2		14.1		18.4		36.9		39.2		40.3		40.7		41.4		41.6	41.7	41.9	42.5	42.7	42.8	40.3			
TOTAL AUDIENCE (Households (000) & %)		{ 27,410 32.9				60 MINUTES		{ 12,660 15.2		{ 12,080 14.5		{ 13,410 16.1		{ 13,490 16.2		{ 14,410 17.3											
CBS TV												ARCHIE BUNKER'S PLACE		GLORIA (OP)		JEFFERSONS		ONE DAY AT A TIME		TRAPPER JOHN, M.D.							
AVERAGE AUDIENCE (Households (000) & %)		{ 21,990 26.4		26.0*				10,750 12.9		11,080 13.3		12,000 14.4		12,160 14.6				11,660 14.0		14.0*		13.9*					
SHARE OF AUDIENCE %		{ 40 41 *				26.9*		12.9		13.3		19		19				20		19 *		20 *					
AVG. AUD. BY ¼ HR. %		{ 24.9 27.1		27.7		26.0		12.7		13.1		13.0		13.6		13.8		15.0		14.6		14.6		14.0	14.0		
TOTAL AUDIENCE (Households (000) & %)		{ 11,830 14.2		13,660 16.4				{ 18,580 22.3										{ 10,750 12.9									
NBC TV		MY SMURFY VALENTINE		FAMILY CIRCUS-VALENTINE (R)		NBC SUNDAY NIGHT MOVIE THE INVISIBLE WOMAN (OP)												HIGHWAY HONEYS									
AVERAGE AUDIENCE (Households (000) & %)		{ 9,910 11.9		12,250 14.7		13,830 16.6		16.7*		17.2*		16.7*		16.0*		8,330 10.0		10.4*		9.6*							
SHARE OF AUDIENCE %		{ 19 19 *		21		22		23 *		23 *		22 *		21 *		14		14 *		14 *		14 *					
TOTAL AUDIENCE (Households (000) & %)		{ 14,580 17.5				17,080 20.5				23,410 28.1																	
ABC TV		RIPLEY'S BELIEVE IT-NOT										MATT HOUSTON (OP)		ABC SUNDAY NIGHT MOVIE STAR TREK-THE MOTION PICTURE (9:00-11:55PM) (OP)													
AVERAGE AUDIENCE (Households (000) & %)		{ 10,080 12.1		11.3*		13.0*		13,490 16.2		15.1*		17.3*		14,240 17.1		17.3*		17.2*		17.9*		17.1*					
SHARE OF AUDIENCE %		{ 19 19 *				20 *		24		23 *		26 *		29		25 *		26 *		28 *		28 *					
AVG. AUD. BY ¼ HR. %		{ 10.8 11.7		12.7		13.4		14.8		15.4		16.6		18.0		17.7		16.9		17.2		17.2		18.2	17.6	17.3	17.0
TOTAL AUDIENCE (Households (000) & %)		{ 25,410 30.5				60 MINUTES		{ 18,990 22.8		{ 16,660 20.0		{ 20,660 24.8		{ 18,990 22.8		{ 18,410 22.1											
CBS TV												ARCHIE BUNKER'S PLACE		GLORIA (OP)		JEFFERSONS		ONE DAY AT A TIME		TRAPPER JOHN, M.D.							
AVERAGE AUDIENCE (Households (000) & %)		{ 20,660 24.8		23.8*				16,580 19.9		15,580 18.7		18,410 22.1		17,330 20.8		15,160 18.2		17.9*		18.4*							
SHARE OF AUDIENCE %		{ 40 39 *				25.7*		19.9		18.7		32		31		29		28 *		30 *		28 *					
AVG. AUD. BY ¼ HR. %		{ 22.9 24.8		25.6		25.7		20.1		19.7		18.3		19.0		21.2		23.0		20.8		20.9		20.9	20.8	18.6	18.3
TOTAL AUDIENCE (Households (000) & %)		{ 11,830 14.2				VOYAGERS		{ 17,160 20.6				25,990 31.2															
NBC TV												CHIPS (OP)		NBC SUNDAY NIGHT MOVIE RAGE OF ANGELS, PART 1 (OP)													
AVERAGE AUDIENCE (Households (000) & %)		{ 8,910 10.7		9.5*				13,160 15.8		15.4*		16.3*		18,580 22.3		21.4*		22.7*		23.0*		22.1*					
SHARE OF AUDIENCE %		{ 17 16 *				11.8*		15.8		24		24 *		34		31 *		34 *		36 *		36 *					
AVG. AUD. BY ¼ HR. %		{ 9.3 9.7		11.3		12.4		15.1		15.7		15.9		16.7		21.0		21.9		22.5		22.9		23.0	23.0	22.6	21.5
TV HOUSEHOLDS USING TV WK. 1		62.7	65.3	67.1	69.9	72.3	74.3	75.0	75.8	75.9	75.9	75.6	74.7	72.3	71.7	70.1	66.3										
(See Def. 1) WK. 2		59.7	61.3	63.6	65.3	65.3	65.8	66.2	67.5	68.3	69.0	67.6	67.3	64.5	63.7	62.9	60.1										
U.S. TV Households: 83,300,000																											

For explanation of symbols, See page A.

EVE.SUN. FEB.20, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. FEB.13, 1983

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	6,080 7.3														
	ABC TV		ABC WEEKEND REPORT- SUN														
	AVERAGE AUDIENCE (Households (000) & %)	{	5,910 7.1														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	13 7.1														
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	5,080 6.1														
	CBS TV		CBS SUNDAY NEWS- OSGOOD														
	AVERAGE AUDIENCE (Households (000) & %)	{	4,750 5.7														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	11 5.7														
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{		1,580 1.9													
	NBC TV			NBC LATE NIGHT MOVIE WILL. G. GORDON LIDDY (11:30-12:33AM) (SUSTAINING 12:33-1:30AM)													
	AVERAGE AUDIENCE (Households (000) & %)	{		920 1.1													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%		4 1.4	1.3* 1.2					1.0* 1.0							
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{															
	ABC TV			ABC SUNDAY NIGHT MOVIE STAR TREK-THE MOTION PICTURE (9:00-11:55PM) (OP)													
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%		16.4* 33 *		16.5* 42 *				2,830 3.4							
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{	4,750 5.7														
	CBS TV		CBS SUNDAY NEWS- OSGOOD														
	AVERAGE AUDIENCE (Households (000) & %)	{	4,580 5.5														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	10 5.5														
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{		1,750 2.1													
	NBC TV			NBC LATE NIGHT MOVIE CASEY'S SHADOW (11:30-12:13AM) (SUSTAINING 12:13-1:30AM)													
	AVERAGE AUDIENCE (Households (000) & %)	{		1,000 1.2													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%		3 1.2	1.2* 1.2					1.3							
TV HOUSEHOLDS USING TV WK. 1		55.4	46.8	37.3	31.5	27.1	23.7	20.2	18.0	15.7	14.1	12.0	10.1	8.8	7.6	6.9	5.9
(See Def. 1) WK. 2		53.0	47.5	41.1	35.8	28.9	25.7	22.2	20.1	17.6	14.6	12.2	10.7	8.7	7.9	6.8	6.3

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

EVE.SUN. FEB.20, 1983

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)			6,500 7.8				6,410 7.7									
	ABC TV			GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)									
	AVERAGE AUDIENCE (Households (000) & %)			5,160 6.2				5,250 6.3									
	SHARE OF AUDIENCE %			30				27									
WEEK 2	AVG. AUD. BY ¼ HR. %			6.1		6.3		6.4		6.1							
	TOTAL AUDIENCE (Households (000) & %)			3,330 4.0				3,500 4.2				5,410 6.5		5,000 6.0			
	CBS TV			CBS MORNING NEWS 1				CBS MORNING NEWS 2				\$25,000 PYRAMID		CHILD'S PLAY			
	AVERAGE AUDIENCE (Households (000) & %)			2,830 3.4				2,750 3.3				4,410 5.3		4,250 5.1			
WEEK 3	SHARE OF AUDIENCE %			16				14				21		20			
	AVG. AUD. BY ¼ HR. %			3.3		3.4		3.2		3.4		5.0		5.7		5.0	
	TOTAL AUDIENCE (Households (000) & %)			4,410 5.3				4,750 5.7				4,250 5.1		4,750 5.7			
	NBC TV			TODAY SHOW-7:30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING)				FACTS OF LIFE M-F		SALE OF THE CENTURY			
WEEK 4	AVERAGE AUDIENCE (Households (000) & %)			3,500 4.2				3,920 4.7				3,670 4.4		4,000 4.8			
	SHARE OF AUDIENCE %			20				20				18		19			
	AVG. AUD. BY ¼ HR. %			3.2		3.2		3.7		3.7		4.2		4.5		4.8	
	TOTAL AUDIENCE (Households (000) & %)			6,080 7.3				6,080 7.3									
WEEK 5	ABC TV			GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)									
	AVERAGE AUDIENCE (Households (000) & %)			4,660 5.6				5,080 6.1									
	SHARE OF AUDIENCE %			27				27									
	AVG. AUD. BY ¼ HR. %			5.7		5.4		6.1		6.1							
WEEK 6	TOTAL AUDIENCE (Households (000) & %)			3,420 4.1				3,330 4.0				4,500 5.4		4,660 5.6			
	CBS TV			CBS MORNING NEWS 1				CBS MORNING NEWS 2				\$25,000 PYRAMID		CHILD'S PLAY			
	AVERAGE AUDIENCE (Households (000) & %)			2,750 3.3				2,670 3.2				3,920 4.7		3,920 4.7			
	SHARE OF AUDIENCE %			16				14				20		21			
WEEK 7	AVG. AUD. BY ¼ HR. %			3.1		3.4		3.2		3.3		4.4		4.9		4.6	
	TOTAL AUDIENCE (Households (000) & %)			4,580 5.5				5,080 6.1				4,250 5.1		4,170 5.0			
	NBC TV			TODAY SHOW-7:30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING)				FACTS OF LIFE M-F		SALE OF THE CENTURY			
	AVERAGE AUDIENCE (Households (000) & %)			3,580 4.3				4,000 4.8				3,670 4.4		3,670 4.4			
WEEK 8	SHARE OF AUDIENCE %			21				21				19		19			
	AVG. AUD. BY ¼ HR. %			4.2		4.3		4.7		4.9		4.2		4.6		4.4	
	TV HOUSEHOLDS USING TV WK. 1	11.0	13.8	16.6	18.7	20.2	21.9	22.8	22.5	22.6	23.4	23.4	24.2	24.4	25.1	24.9	25.0
	(See Def. 1) WK. 2	11.7	14.2	16.9	18.7	19.7	21.4	21.9	21.9	22.0	22.0	22.4	23.1	23.2	23.1	22.9	23.0

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. FEB.7-11, 1983

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45		
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 6,580 7.9				{ 5,500 6.6		{ 5,580 6.7		{ 10,330 12.4		{ 9,080 10.9							
	ABC TV	LOVE BOAT DAYTIME				FAMILY FEUD		RYAN'S HOPE		ALL MY CHILDREN (OP)		ONE LIFE TO LIVE							
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,660 5.6				{ 4,580 5.5		{ 4,830 5.8		{ 8,080 9.7		{ 7,000 8.4							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 22 5.1				{ 23 * 5.2		{ 20 5.8		{ 29 * 9.8		{ 31 * 9.8		{ 27 * 8.1					
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 6,830 8.2				{ 9,080 10.9		{ 8,830 10.6		{ 8,580 10.3		{ 5,750 6.9							
	CBS TV	PRICE IS RIGHT 1				PRICE IS RIGHT 2 (OP)		YOUNG AND THE RESTLESS		AS THE WORLD TURNS		CAPITOL							
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,910 7.1				{ 7,910 9.5		{ 6,750 8.1		{ 6,750 8.1		{ 5,080 6.1							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 29 6.7				{ 36 9.2		{ 28 8.0		{ 26 7.7		{ 21 6.0		{ 28 * 6.1					
W E K 3	TOTAL AUDIENCE (Households (000) & %)	{ 6,330 7.6				{ 3,580 4.3		{ 2,500 3.0		{ 3,170 3.8		{ 6,910 8.3		{ 5,910 7.1					
	NBC TV	WHEEL OF FORTUNE				HIT MAN		JUST MEN		SEARCH FOR TOMORROW		DAYS OF OUR LIVES		ANOTHER WORLD					
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,330 6.4				{ 3,170 3.8		{ 2,080 2.5		{ 2,580 3.1		{ 5,660 6.8		{ 4,580 5.5		{ 5.5 * 5.5			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 26 6.5				{ 15 3.8		{ 9 2.4		{ 11 2.9		{ 20 * 6.8		{ 22 * 7.1		{ 18 * 5.3			
W E K 4	TOTAL AUDIENCE (Households (000) & %)	{ 6,160 7.4				{ 6,250 7.5		{ 5,330 6.4		{ 9,500 11.4		{ 8,250 9.9							
	ABC TV	LOVE BOAT DAYTIME				FAMILY FEUD		RYAN'S HOPE		ALL MY CHILDREN (OP)		ONE LIFE TO LIVE							
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,410 5.3				{ 5,330 6.4		{ 4,410 5.3		{ 7,160 8.6		{ 6,330 7.6		{ 7.8 * 8.0					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 23 4.9				{ 25 6.1		{ 20 5.3		{ 28 7.8		{ 27 7.5		{ 26 * 7.4					
W E K 5	TOTAL AUDIENCE (Households (000) & %)	{ 6,500 7.8				{ 8,000 9.6		{ 8,660 10.4		{ 8,500 10.2		{ 5,580 6.7							
	CBS TV	PRICE IS RIGHT 1				PRICE IS RIGHT 2 (OP)		YOUNG AND THE RESTLESS		AS THE WORLD TURNS		CAPITOL							
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,580 6.7				{ 6,830 8.2		{ 6,580 7.9		{ 6,750 8.1		{ 5,000 6.0							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 30 6.4				{ 35 8.0		{ 30 7.6		{ 27 7.7		{ 22 6.1		{ 29 * 6.0					
W E K 6	TOTAL AUDIENCE (Households (000) & %)	{ 5,580 6.7				{ 3,170 3.8		{ 2,250 2.7		{ 2,500 3.0		{ 7,000 8.4		{ 5,660 6.8					
	NBC TV	WHEEL OF FORTUNE				HIT MAN		JUST MEN		SEARCH FOR TOMORROW		DAYS OF OUR LIVES		ANOTHER WORLD					
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,750 5.7				{ 2,750 3.3		{ 1,830 2.2		{ 2,080 2.5		{ 5,410 6.5		{ 4,410 5.3		{ 5.3 * 5.3			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 25 5.8				{ 14 3.4		{ 8 2.2		{ 10 2.4		{ 21 * 6.5		{ 19 5.5		{ 19 * 5.2			
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	25.0	25.9	26.2	27.4	29.2	30.4	29.5	29.6	30.4	31.7	31.8	31.4	30.0	30.2	29.2	30.3	
		WK. 2	22.9	23.4	23.2	24.3	26.6	27.6	26.8	27.3	28.7	29.8	29.8	29.9	29.0	29.1	28.1	28.6	

U.S. TV Households: 83,300,000

For explanation of symbols, See page A

DAY MON.-FRI. FEB.14-18, 1983

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	10,580 12.7				3,830 4.6										12,910 15.5	
	ABC TV		GENERAL HOSPITAL				EDGE OF NIGHT (S)(OP)										ABC WORLD NEWS TONIGHT	
	AVERAGE AUDIENCE (Households (000) & %)	{	8,580 10.3	10.1*		10.5*	3,330 4.0										11,410 13.7	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	32 9.8	32 *		31 *	11 4.0										22 13.5	14.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	8,500 10.2				3,080 3.7										13,910 16.7	
	CBS TV		GUIDING LIGHT (OP)				TATTLETALES										CBS EVENING NEWS-RATHER	
	AVERAGE AUDIENCE (Households (000) & %)	{	6,660 8.0	7.8*		8.3*	2,750 3.3										12,410 14.9	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	25 7.6	25 *		25 *	9 3.1										24 14.8	15.0
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{	4,580 5.5														12,000 14.4	
	NBC TV		FANTASY														NBC NIGHTLY NEWS	
	AVERAGE AUDIENCE (Households (000) & %)	{	3,250 3.9	3.8*		3.9*											10,660 12.8	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	12 3.7	12 *		12 *											21 12.4	13.0

W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{	10,410 12.5				3,920 4.7										11,910 14.3	
	ABC TV		GENERAL HOSPITAL				EDGE OF NIGHT										ABC WORLD NEWS TONIGHT	
	AVERAGE AUDIENCE (Households (000) & %)	{	8,250 9.9	9.6*		10.1*	3,250 3.9										10,660 12.8	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	32 9.4	32 *		31 *	12 4.0										22 12.4	13.1
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{	8,000 9.6				3,000 3.6										13,740 16.5	
	CBS TV		GUIDING LIGHT (OP)				TATTLETALES										CBS EVENING NEWS-RATHER	
	AVERAGE AUDIENCE (Households (000) & %)	{	6,580 7.9	7.7*		8.1*	2,500 3.0										12,250 14.7	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	25 7.5	26 *		25 *	9 2.8										25 14.4	14.9
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{	4,750 5.7														11,750 14.1	
	NBC TV		FANTASY														NBC NIGHTLY NEWS	
	AVERAGE AUDIENCE (Households (000) & %)	{	3,330 4.0	3.9*		4.0*											10,410 12.5	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	13 3.8	13 *		12 *											21 12.3	12.8

TV HOUSEHOLDS USING TV WK. 1	31.2	32.6	33.7	35.2	35.6	37.4	38.7	41.2	44.6	47.7	49.4	52.6	55.9	58.6	60.5	62.2
(See Def. 1) WK. 2	30.2	31.6	32.8	34.1	33.9	35.6	36.2	37.8	40.8	43.7	46.0	49.1	52.9	56.0	57.5	59.2

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. FEB. 12, 1983

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					4,080 4.9		5,250 6.3		7,080 8.5		7,250 8.7		5,830 7.0		6,000 7.2		
	ABC TV						SUPERFRIENDS (OP)		PAC-MAN/RASCALS/ RICHIE-1		PAC-MAN/RASCALS/ RICHIE-2		PAC-MAN/RASCALS/ RICHIE-3		SCOOBY DOO/PUPPY HOUR-1		SCOOBY DOO/PUPPY HOUR-2 (OP)		
	AVERAGE AUDIENCE (Households (000) & %)	{					3,080 3.7		4,250 5.1		5,750 6.9		6,000 7.2		4,830 5.8		4,910 5.9		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					24 3.0	4.3	26 4.6	5.5	28 6.7	7.0	27 7.2	7.1	20 5.8	5.8	20 6.2	5.6	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	1,920 2.3				2,750 3.3		3,500 4.2		3,670 4.4		4,580 5.5		7,160 8.6		7,660 9.2		
	CBS TV						POPEYE/OLIVE COMEDY SHOW (OP)		PANDAMONIUM (OP)		MEATBALL & SPAGHETTI (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2		DUKES (OP)		
	AVERAGE AUDIENCE (Households (000) & %)	{	1,000 1.2				2,330 2.8		2,830 3.4		2,670 3.2		3,750 4.5		5,750 6.9		6,500 7.8		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	15 .8	14 * 1.1		15 * 1.4	18 2.5	3.0	17 3.5	3.4	13 3.1	3.3	17 4.1	4.9	24 6.7	7.1	26 7.9	7.7	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					3,500 4.2		5,410 6.5		8,000 9.6		8,830 10.6		8,660 10.4		6,750 8.1		
	NBC TV						FLINTSTONE FUNNIES (OP)		SHIRT TALES (OP)		SMURFS I		SMURFS II		SMURFS III (OP)		GARY COLEMAN SHOW (OP)		
	AVERAGE AUDIENCE (Households (000) & %)	{					2,750 3.3		4,660 5.6		6,750 8.1		7,410 8.9		7,500 9.0		5,410 6.5		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					22 2.9	3.7	28 5.2	5.9	33 7.5	8.6	33 8.8	9.0	31 9.2	8.9	22 6.3	6.6	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					3,500 4.2		5,330 6.4		6,750 8.1		6,250 7.5		4,830 5.8		5,750 6.9		
	ABC TV						SUPERFRIENDS (OP)		PAC-MAN/RASCALS/ RICHIE-1		PAC-MAN/RASCALS/ RICHIE-2		PAC-MAN/RASCALS/ RICHIE-3		SCOOBY DOO/PUPPY HOUR-1		SCOOBY DOO/PUPPY HOUR-2 (OP)		
	AVERAGE AUDIENCE (Households (000) & %)	{					2,670 3.2		4,080 4.9		5,330 6.4		5,160 6.2		4,000 4.8		4,580 5.5		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					23 2.9	3.5	25 4.6	5.3	28 6.2	6.5	24 6.6	5.8	18 4.7	4.9	20 5.5	5.5	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	1,750 2.1				2,500 3.0		3,080 3.7		3,670 4.4		5,330 6.4		6,660 8.0		8,080 9.7		
	CBS TV						POPEYE/OLIVE COMEDY SHOW (OP)		PANDAMONIUM (OP)		MEATBALL & SPAGHETTI (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2		DUKES (OP)		
	AVERAGE AUDIENCE (Households (000) & %)	{	1,000 1.2				1,830 2.2		2,500 3.0		3,000 3.6		4,170 5.0		5,580 6.7		6,410 7.7		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	15 .6	13 * 1.1		15 * 1.4	16 2.1	2.4	16 2.8	3.2	16 3.4	3.8	19 4.3	5.7	25 6.6	6.8	28 7.5	8.0	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					3,750 4.5		6,080 7.3		7,410 8.9		8,910 10.7		7,660 9.2		5,000 6.0		
	NBC TV						FLINTSTONE FUNNIES (OP)		SHIRT TALES (OP)		SMURFS I		SMURFS II		SMURFS III (OP)		GARY COLEMAN SHOW (OP)		
	AVERAGE AUDIENCE (Households (000) & %)	{					2,830 3.4		4,750 5.7		6,160 7.4		7,500 9.0		6,660 8.0		4,250 5.1		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					24 2.9	4.0	30 5.0	6.5	32 6.7	8.1	34 9.1	9.0	30 8.4	7.6	19 5.0	5.1	
TV HOUSEHOLDS USING TV			WK 1	6.6	8.2	9.8	12.2	15.0	18.0	19.7	21.9	23.9	25.9	26.9	27.9	29.7	30.2	30.7	30.7
(See Def. 1)			WK 2	6.9	8.0	10.2	12.4	14.4	16.7	19.4	21.7	23.2	25.3	26.6	26.6	26.0	27.0	26.6	26.8

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

DAY SAT. FEB. 19, 1983

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	4,830 5.8		5,750 6.9		5,750 6.9		7,580 9.1							
	ABC TV		MORK/LAVERNE/ FONZ HOUR-1		MORK/LAVERNE/ FONZ HOUR-2 (OP)		(1)		AMERICAN BANDSTAND '83							
	AVERAGE AUDIENCE (Households (000) & %)	{	4,000 4.8		4,580 5.5		5,000 6.0		4,660 5.6	5.7*		5.6*				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	15 4.9	4.7	16 5.3	5.7	18 5.8	6.1	16 5.8	17* 5.6		17* 5.4				
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	6,750 8.1		7,330 8.8		5,750 6.9		4,330 5.2		4,830 5.8		4,500 5.4		9,750 11.7	
	CBS TV		BUGS BUNNY/ROAD RUNNER 3 (OP)		BUGS BUNNY/ROAD RUNNER 4 (OP)		GILLIGAN'S PLANET (OP)		NEW FAT ALBERT SHOW (OP)		BLACKSTAR (OP)		CBS CHILDREN'S FILM FEST. THE UNICORN		CBS NCAA BASKETBALL-SAT LOUISVILLE VS MARQUETTE UNLV VS FRESNO STATE (2:30-4:39PM)	
	AVERAGE AUDIENCE (Households (000) & %)	{	5,750 6.9		6,080 7.3		4,750 5.7		3,580 4.3		3,670 4.4		3,830 4.6		3,920 4.7	4.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	22 6.7	7.0	22 7.2	7.5	17 5.9	5.5	13 4.4	13 4.3	13 4.2	13 4.6	13 4.3	4.8	12 5.0	13* 4.3
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{	7,500 9.0		7,580 9.1		5,330 6.4		4,170 5.0		11,580 13.9					
	NBC TV		HULK/SPIDERMAN 1		HULK/SPIDERMAN 2 (OP)		JETSONS		FLASH GORDON				NCAA BASKETBALL-REG'L VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST (-OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{	6,410 7.7		6,330 7.6		4,080 4.9		3,500 4.2		4,830 5.8	5.2*		5.6*	6.1*	6.1*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	24 7.3	8.0	23 7.9	7.3	15 4.8	5.1	12 4.2	4.3	15 5.6	15* 4.9	15* 5.1	15* 6.0	16* 6.1	15* 6.0
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{	5,080 6.1		4,330 5.2		4,080 4.9		6,660 8.0							
	ABC TV		MORK/LAVERNE/ FONZ HOUR-1		MORK/LAVERNE/ FONZ HOUR-2 (OP)		(2)		AMERICAN BANDSTAND '83							
	AVERAGE AUDIENCE (Households (000) & %)	{	4,410 5.3		3,920 4.7		3,250 3.9		4,330 5.2	4.8*		5.5*				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	20 5.2	5.3	18 4.9	4.6	14 3.9	4.0	18 4.6	16* 5.0		19* 5.4				
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{	6,410 7.7		6,410 7.7		4,000 4.8		4,830 5.8		3,670 4.4		2,920 3.5		9,160 11.0	
	CBS TV		BUGS BUNNY/ROAD RUNNER 3 (OP)		BUGS BUNNY/ROAD RUNNER 4 (OP)		GILLIGAN'S PLANET(B) (OP)		NEW FAT ALBERT SHOW (OP)		BLACKSTAR (OP)		CBS CHILDREN'S FILM FEST. FLYING WITHOUT WINGS		CBS NCAA BASKETBALL-SAT DAYTON VS OLD DOMINION LOUISVILLE VS MEMPHIS STATE (2:00-4:00PM)	
	AVERAGE AUDIENCE (Households (000) & %)	{	5,330 6.4		5,660 6.8		3,330 4.0		3,830 4.6		3,170 3.8		2,500 3.0		4,170 5.0	4.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	24 6.2	6.6	25 6.9	6.8	14 4.1	3.9	15 4.6	16* 4.7	13 3.8	11 3.9	11 3.1	2.9	17 4.6	18* 5.3
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{	4,580 5.5		5,330 6.4		4,500 5.4		3,500 4.2							
	NBC TV		HULK/SPIDERMAN 1		HULK/SPIDERMAN 2 (OP)		JETSONS		FLASH GORDON							
	AVERAGE AUDIENCE (Households (000) & %)	{	4,080 4.9		4,500 5.4		3,670 4.4		2,830 3.4							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	18 4.9	4.9	20 5.3	5.6	16 4.2	4.6	11 3.6							

TV HOUSEHOLDS USING TV	WK. 1	31.5	32.1	33.0	33.1	32.5	32.6	33.1	34.5	33.7	33.6	34.8	36.5	36.7	37.3	37.3	36.9
(See Def. 1)	WK. 2	26.0	27.0	26.9	26.3	26.9	28.4	29.3	30.1	28.7	28.5	27.7	27.9	28.8	29.2	28.7	29.1

U.S. TV Households: 83,300,000

(1) ABC WEEKEND SPECIALS, HORATIO ALGER UPDATED: FRANK & FEARLESS, PART 1, ABC, (12:00-12:30PM)

A-29 (2) ABC WEEKEND SPECIALS, HORATIO ALGER UPDATED: FRANK & FEARLESS, PART 2, ABC, (12:00-12:30PM)

For explanation of symbols, See page A.

DAY SAT. FEB. 19, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. FEB. 12, 1983

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	3,420 4.1		11,830 14.2						19,990 24.0							
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	2,670 3.2		7,410 8.9						10,660 12.8							
	SHARE OF AUDIENCE %	9		21						26							
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	3.0	3.3	7.5	8.0	8.9	9.3	9.7	9.9	10.5	13.4	13.9	13.6	14.0	11.1		
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	2,670 3.2		7,410 8.9						10,660 12.8							
	SHARE OF AUDIENCE %	9		21						26							
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	10,660 12.8								7,750 9.3							
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	4,250 5.1								4,250 5.1							
	SHARE OF AUDIENCE %	13								11							
WEEK 4	TOTAL AUDIENCE (Households (000) & %)	2,330 2.8		10,250 12.3						10,080 19.3							
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	1,830 2.2		6,000 7.2						7,580 9.1							
	SHARE OF AUDIENCE %	7		20						21							
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	10,250 12.3								5,410 6.5							
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	4,410 5.3								3,250 3.9							
	SHARE OF AUDIENCE %	15								10							
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	37.5	37.6	38.1	39.5	40.3	41.3	43.6	45.4	47.3	48.8	49.6	52.6	54.3	56.3	57.1
		WK. 2	29.9	31.1	32.8	34.5	35.4	36.7	37.8	38.8	39.9	41.2	42.7	45.2	47.0	48.4	50.5

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

DAY SAT. FEB. 19, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. FEB. 13, 1983

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)																	
	CBS TV	LONE RANGER/ ZORRO (SUS) (SUS-OP)	KWICKY KOALA SHOW (SUS) (SUS-OP)	CAPTIAN KANGAROO-SUN (SUS)		9,080 10.9		SUNDAY MORNING		FOR OUR TIMES (SUS)								
	AVERAGE AUDIENCE (Households (000) & %)					5,080												
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.					6.1 24 4.8		5.3* 24 * 5.8		6.5* 25 * 6.4		6.5 6.5		6.5* 24 * 6.5				
WEEK 3	TOTAL AUDIENCE (Households (000) & %)																	
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																	
WEEK 4	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																	
WEEK 5	TOTAL AUDIENCE (Households (000) & %)																	
	CBS TV	LONE RANGER/ ZORRO (SUS) (SUS-OP)	KWICKY KOALA SHOW (SUS) (SUS-OP)	CAPTIAN KANGAROO-SUN (SUS)		6,410 7.7		SUNDAY MORNING		FOR OUR TIMES (SUS)								
	AVERAGE AUDIENCE (Households (000) & %)					4,000												
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.					4.8 21 3.6		4.0* 20 * 4.4		5.1* 22 * 5.1		5.2 5.4		5.2* 21 * 5.0				
WEEK 6	TOTAL AUDIENCE (Households (000) & %)																	
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	5.1	6.0	8.0	10.0	12.1	14.4	17.0	19.2	22.0	24.2	25.4	26.9	27.4	27.6	28.3	29.7
		WK. 2	5.2	6.6	8.0	8.7	10.5	13.5	16.2	18.5	21.1	23.0	24.4	25.2	26.0	26.2	24.9	25.4

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

DAY SUN. FEB. 20, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. FEB. 13, 1983

		TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{			6,660 8.0										8,500 10.2			
	ABC TV				← THIS WEEK-DAVID BRINKLEY →					DIRECTIONS (SUS)					← SUPERSTARS (2:00-3:30PM)			
	AVERAGE AUDIENCE (Households (000) & %)	{			4,080 4.9	4.7*			5.1*						4,330 5.2	4.1*		4.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%			15 4.6	15*			16*						13 3.9	11*	12*	12*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{			4,250 5.1						13,410 16.1							
	CBS TV				FACE THE NATION						← CBS SPORTS SUNDAY (1:00-3:30PM)							
	AVERAGE AUDIENCE (Households (000) & %)	{			3,330 4.0						5,160 6.2	4.8*			5.0*		5.9*	6.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%			12 3.8	12*	4.1				16 4.9	14*	5.0		14*	16*	17*	17*
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{							3,580 4.3		10,750 12.9							
	NBC TV								MEET THE PRESS		← NCAA BASKETBALL GAME-SUN VILLANOVA VS NORTH CAROLINA							
	AVERAGE AUDIENCE (Households (000) & %)	{							2,830 3.4		5,910 7.1	5.1*			6.6*		7.8*	8.8*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%							11 3.5	3.4	19 4.7	15*	6.4		18*	7.7	21*	22*
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{			4,750 5.7										6,750 8.1			
	ABC TV				← THIS WEEK-DAVID BRINKLEY →					DIRECTIONS (SUS)					← SUPERSTARS (2:00-3:30PM)			
	AVERAGE AUDIENCE (Households (000) & %)	{			2,920 3.5	3.5*			3.4*						3,420 4.1	3.5*		4.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%			12 3.5	13*			11*						12 3.5	10*	4.0	11*
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{			2,420 2.9			18,240 21.9										
	CBS TV				FACE THE NATION						← DAYTONA 500 (12:00-3:55PM)							
	AVERAGE AUDIENCE (Households (000) & %)	{			1,920 2.3			7,250 8.7	5.4*		7.5*				9.6*		9.4*	9.1*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%			8 2.2			26 4.9	19*		24*				28*		28*	26*
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{						3,580 4.3			8,910 10.7							
	NBC TV							MEET THE PRESS			← NCAA BASKETBALL GAME-SUN DEPAUL VS ST. JOHN							
	AVERAGE AUDIENCE (Households (000) & %)	{						2,750 3.3			4,660 5.6	4.6*			5.7*		5.8*	6.4*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%						11 3.3		3.4	17 4.0	14*	5.6		17*	5.5	17*	18*
TV HOUSEHOLDS USING TV			WK 1	29.7	30.6	31.5	32.7	32.4	32.8	33.9	33.7	34.0	35.0	36.2	37.5	37.9	39.2	39.4
(See Def. 1)			WK 2	24.6	25.9	26.9	27.9	29.1	30.6	31.2	31.9	31.4	32.7	33.8	34.1	34.2	34.3	35.5

U.S. TV Households: 83,300,000

For explanation of symbols, See page A

DAY SUN. FEB. 20, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. FEB. 13, 1983

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)			5,660 6.8				12,250 14.7								9,500 11.4	
	ABC TV	SUPERSTARS (2:00-3:30PM)		USA-WORLD-AMATEUR BOXING				ABC WIDE WORLD-SPORTS-SUN								ABC WRLD NEWS TONIGHT-SUN	
	AVERAGE AUDIENCE (Households (000) & %)			3,920 4.7				6,660 8.0								8,080 9.7	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	6.2 6.9		5.1 4.6		4.6 4.6		6.4 7.2		7.9 8.8		8.6 9.3				9.7 9.7	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)			16,330 19.6												13,080 15.7	
	CBS TV	CBS SPORTS SUNDAY (1:00-3:30PM)						NBA ALLSTAR GAME EAST VS WEST								CBS EVENING NEWS- DEAN	
	AVERAGE AUDIENCE (Households (000) & %)			7,660 9.2												10,830 13.0	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	8.4 8.5		9.1 9.1		9.0 8.7		9.1 8.9		9.6 9.3		9.7 9.7				12.1 13.9	
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	12,410 14.9						11,250 13.5								5,330 6.4	
	NBC TV			SPORTSWORLD (3:00-4:30PM) (OP)						HAWAIIAN OPEN GOLF-SUN (4:30-6:30PM) (OP)						NBC NIGHTLY NEWS- SUN	
	AVERAGE AUDIENCE (Households (000) & %)	6,580 7.9						6,000 7.2								4,660 5.6	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	18 6.5		15 6.3		19 7.8		21 9.3		15 7.6		15 7.1		16 7.5		14 7.8	
WEEK 4	TOTAL AUDIENCE (Households (000) & %)			7,410 8.9				14,160 17.0								9,580 11.5	
	ABC TV	SUPERSTARS (2:00-3:30PM)		USA-WORLD-AMATEUR BOXING				ABC WIDE WORLD-SPORTS-SUN								ABC WRLD NEWS TONIGHT-SUN	
	AVERAGE AUDIENCE (Households (000) & %)			4,830 5.8				8,330 10.0								8,250 9.9	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	4.9 4.6		5.8 5.1		5.2 4.8		6.5 6.2		8.8 8.2		9.9 9.8		11.3 10.9		9.9 9.6	
WEEK 5	TOTAL AUDIENCE (Households (000) & %)			15,080 18.1												9,410 11.3	
	CBS TV	DAYTONA 500 (12:00-3:55PM) (OP)						CBS NCAA BASKETBALL MISSOURI VS VIRGINIA (3:55-6:05PM) (OP)								CBS EVENING NEWS- DEAN	
	AVERAGE AUDIENCE (Households (000) & %)			7,000 8.4												7,330 8.8	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	10.1 10.1		10.2 10.2		10.6 10.6		7.8 7.7		7.9 7.9		8.3 8.3		8.6 8.6		9.5 9.0	
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	8,660 10.4						10,750 12.9								5,750 6.9	
	NBC TV			SPORTSWORLD						ANDY WILLIAMS GOLF-SUN						NBC NIGHTLY NEWS- SUN	
	AVERAGE AUDIENCE (Households (000) & %)	3,920 4.7						5,250 6.3								4,410 5.3	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	13 3.8		11 3.8		13 4.4		15 5.1		14 5.9		13 5.8		13 5.9		15 7.2	
TV HOUSEHOLDS USING TV		WK. 1		40.2	41.5	42.2	43.3	44.0	44.8	44.8	46.2	47.4	48.1	48.8	50.9	54.6	56.6
(See Def. 1)		WK. 2		36.2	37.3	37.9	38.3	39.4	39.9	41.7	42.9	44.6	46.2	47.7	49.0	51.7	53.4
U.S. TV Households: 83,300,000																	

For explanation of symbols, See page A.

DAY SUN. FEB. 20, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %						
EVENING MONDAY																			
NBC NBC NEWS CAPSULE-2-MON(SUS)	1	9.58- 9.59PM	9.45																
EVENING TUESDAY																			
NBC NBC NEWS CAPSULE-2-TUE(SUS)	2	9.47- 9.48PM	9.45																
EVENING WEDNESDAY																			
ABC DOM DE LUISE & FRIENDS(S)	2	8.41- 9.41PM	+GRID 9.30								24,160	29.0	16,330	19.6	28	20.5			
ABC FALL GUY	2	9.41-10.41PM	+GRID 10.30								24,410	29.3	17,490	21.0	31	23.2			
ABC DYNASTY	2	10.41-11.41PM	+GRID 11.00 11.15 11.30								20,660	24.8	17,410	20.9	36	21.4 21.2 20.4			
CBS SEVEN BRIDES/SEVEN BROS.	2	8.40- 9.40PM	+GRID 9.30								19,740	23.7	13,990	16.8	24	18.4			
CBS CBS WEDNESDAY NIGHT MOVIE	2	9.40-11.40PM	+GRID 11.00 11.15 11.30								22,490	27.0	14,830	17.8	28	17.8 17.3 16.7			
NBC NBC NEWS CAPSULE-2-WED(SUS)	1	9.58- 9.59PM	9.45																
NBC QUINCY, M.E.	2	10.30-11.30PM	+GRID 11.00 11.15								14,240	17.1	10,330	12.4	21	12.9 12.2			
EVENING THURSDAY																			
NBC NBC NEWS CAPSULE-2-THU(SUS)	2	9.58- 9.59PM	9.45																
EVENING FRIDAY																			
NBC NBC NEWS CAPSULE-2-FRI(SUS)	1	9.58- 9.59PM	9.45																
EVENING SATURDAY																			
ABC ABC SPORTS UPDATE-SAT		8.58- 8.59PM	8.45	15,660	18.8	15,660	18.8	30	18.8		15,830	19.0	15,830	19.0	32	19.0			
ABC ABC NEWSBRIEF-SAT.		9.58- 9.59PM	9.45	17,490	21.0	17,490	21.0	34	21.0		17,330	20.8	17,330	20.8	35	20.8			
CBS NEWSBREAK-SAT.		8.58- 8.59PM	8.45	10,330	12.4	10,330	12.4	20	12.4		7,410	8.9	7,410	8.9	15	8.9			
NBC NBC NEWS CAPSULE-SAT		8.58- 8.59PM	8.45	10,580	12.7	10,580	12.7	20	12.7		11,410	13.7	11,410	13.7	23	13.7			
NBC NBC NEWS CAPSULE-2-SAT.	1	9.58- 9.59PM	9.45	7,080	8.5	7,080	8.5	14	8.5										
EVENING SUNDAY																			
ABC ABC NEWSBRIEF-SUN.	1	7.32- 7.34PM	7.30	11,500	13.8	11,410	13.7	20	13.7										
ABC ABC SPORTS UPDATE-SUN	2	8.27- 8.28PM	8.15								12,830	15.4	12,830	15.4	23	15.4			
ABC ABC NEWSBRIEF-SUN.	2	10.03-10.04PM	10.00								14,580	17.5	14,580	17.5	27	17.5			
CBS NEWSBREAK-SUN.	1	8.58- 8.59PM	8.45	10,830	13.0	10,830	13.0	17	13.0		15,410	18.5	14,160	17.0	25	17.0			
NBC NBC NEWS CAPSULE-SUN	2	8.57- 8.59PM	8.45								12,500	15.0	12,500	15.0	22	15.0			
	1	9.11- 9.12PM	9.00	10,910	13.1	10,910	13.1	17	13.1										

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
EVENING SUNDAY-CONT'D																			
NBC NBC NEWS CAPSULE-2-SUN.	2	9.51- 9.52PM	9.45									15,830	19.0	15,830	19.0	28	19.0		
EVENING MONDAY-FRIDAY																			
ABC ABC NEWSBRIEF-M-F	1	>	8.15	16,080	19.3	16,080	19.3	28	17.9	TU & W									
	2	>	8.30						20.7	WED.									
			9.45									14,330	17.2	14,330	17.2	26	16.1	M-F	
			10.30													21.5	WED.		
ABC ABC NEWS:NIGHTLINE	1	>	11.30	8,580	10.3	6,750	8.1	22	9.4	M-F									
	2	11.30-12.00MD	11.30									6,330	7.6	5,160	6.2	17	7.0	MTUTHF	
			11.45						6.9	M-F						5.4	MTUTHF		
			12.00						4.3	TUE.									
ABC ABC NEWS:NIGHTLINE-WED(B)	2	12.11-12.41AM	12.00									5,500	6.6	4,580	5.5	21	6.7	WED.	
			12.15													5.7	WED.		
			12.30													4.9	WED.		
ABC LAST WORD		>	12.00	3,580	4.3	2,330	2.8	11	3.6	M-F		2,830	3.4	2,000	2.4	11	2.9	M-F	
			12.15					12*	3.0	M-F						2.6*	10*	2.4	MTUTHF
			12.30						2.6	M-F							2.4	M-F	
			12.45					11*	2.2	M-F						2.0*	10*	2.2	M-F
			1.00														2.7	WED.	
			1.15													2.4*	15*	2.2	WED.
			1.30														2.0	WED.	
CBS NEWSBREAK-M-F		>	8.45	10,910	13.1	10,750	12.9	18	12.7	M-F		13,160	15.8	12,910	15.5	23	15.6	M-F	
			9.30													15.0	WED.		
CBS LATE MOVIE I		>	11.30	8,160	9.8	5,330	6.4	21	6.9	M-F		7,500	9.0	5,160	6.2	22	7.1	M-F	
			11.45					18*	6.7	M-F						6.9*	19*	6.8	MTUTHF
			12.00						6.5	M-F								6.4	M-F
			12.15					23*	6.1	M-F						6.4*	24*	6.2	M-F
			12.30						5.8	M-F								5.8	M-F
			12.45						4.5	M-F						4.7*	22*	5.5	M-F
			1.00														4.4	WED.	
			1.15													4.2*	26*	3.9	WED.
CBS LATE MOVIE II		VARIOUS TIMES	(SUS)																
		>	12.30	4,410	5.3	3,500	4.2	24	4.8	M-F		4,410	5.3	3,750	4.5	27	4.8	M-F	
			12.45						4.4	M-F							5.0	MTUTHF	
			1.00						4.1	M-F							4.7	M-F	
			1.15					25*	3.8	M-F						4.7*	29*	4.2	M-F
			1.30						3.8	M & TH								3.3	WED.
			1.45													3.3*	26*	3.2	WED.
			2.00														3.2	WED.	
CBS CBS NEWS NIGHTWATCH-1		2.00- 2.30AM	2.00	1,330	1.6	1,170	1.4	16	1.5	M-THSU		1,670	2.0	1,420	1.7	20	1.8	MTUTHS	
			2.15						1.2	M-THSU							1.5	MTUTHS	
CBS CBS NEWS NIGHTWATCH-2		2.30- 6.00AM	-GRID	2,170	2.6	830	1.0	22		M-THSU		2,250	2.7	920	1.1	24		M-THSU	
			2.30						1.3	M-THSU							1.5	M-THSU	
			2.45					18*	1.1	M-THSU						1.4*	22*	1.4	M-THSU
			3.00						1.2	M-THSU								1.5	M-THSU
			3.15					21*	1.1	M-THSU						1.4*	25*	1.4	M-THSU
			3.30						1.0	M-THSU								1.4	M-THSU
CONT'D																			

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2									
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS				
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %						
EVENING MONDAY-FRIDAY-CONT'D			3.45						1.0*	23*	1.0	M-THSU						1.3*	28*	1.3	M-THSU
CBS CBS NEWS NIGHTWATCH-2-CONT'D			4.00								1.0	M-THSU							1.2	M-THSU	
			4.15						1.0*	25*	1.0	M-THSU						1.1*	29*	1.1	M-THSU
			4.30						.9	M-THSU								1.0	M-THSU		
			4.45						.9*	24*	.9	M-THSU						1.0*	29*	.9	M-THSU
			5.30						.8	M-THSU								.8	M-THSU		
			5.45						.8*	20*	.8	M-THSU						.8*	22*	.8	M-THSU
NBC NBC NEWS CAPSULE-M-F		>	8.45	9,910	11.9	9,910	11.9	16	11.3	M-F	10,410	12.5	10,410	12.5	18	12.8	M-F				
			9.00						14.0	MON.											
			9.15															11.6	WED.		
NBC NBC NEWS CAPSULE-2-M-F		9.58- 9.59PM	9.45	6,500	7.8	6,500	7.8	11	7.8	TU&TH	11,000	13.2	11,000	13.2	20	14.5	MWF				
			10.15													10.7	WED.				
NBC TONIGHT SHOW		11.30-12.30AM	11.30	9,660	11.6	6,080	7.3	22	8.1	M-F	8,660	10.4	5,330	6.4	21	8.1	M-F				
			11.45				7.8*	21*	7.6	M-F				7.5*	21*	7.0	MTUTHF				
			12.00						7.5	M-F						6.2	M-F				
			12.15				6.7*	24*	6.0	M-F				5.7*	21*	5.2	M-F				
			12.30											5.2*	25*	5.7	WED.				
			12.45											4.7	WED.	4.7	WED.				
NBC DAVID LETTERMAN I		12.30- 1.00AM	12.30	3,580	4.3	2,920	3.5	18	3.8	M-TH	2,750	3.3	2,170	2.6	14	2.7	M-TH				
			12.45						3.3	M-TH						2.5	MTUTH				
NBC SCTV NETWORK		12.30- 2.00AM	1.00															2.9	WED.		
			1.15															2.6	WED.		
			12.30	5,330	6.4	3,000	3.6	17	4.8	FRI.	6,000	7.2	2,580	3.1	16	4.0	FRI.				
			12.45				4.5*	18*	4.2	FRI.				3.6*	15*	3.1	FRI.				
			1.00						3.6	FRI.						2.8	FRI.				
			1.15				3.4*	17*	3.2	FRI.				2.9*	15*	3.0	FRI.				
			1.30						3.1	FRI.						2.9	FRI.				
			1.45				2.9*	18*	2.8	FRI.				2.8*	18*	2.8	FRI.				
NBC DAVID LETTERMAN II		1.00- 1.30AM	1.00	2,580	3.1	2,170	2.6	18	2.8	M-TH	2,080	2.5	1,750	2.1	15	2.2	M-TH				
			1.15						2.3	M-TH						1.7	MTUTH				
			1.30													2.5	WED.				
			1.45													2.4	WED.				
NBC NBC NEWS OVERNIGHT-M-F		>	1.30	1,750	2.1	1,330	1.6	15	1.6	M-F	1,250	1.5	1,000	1.2	11	1.2	M-F				
			1.45				1.5*	14*	1.4	M-TH				1.1*	10*	1.0	MTUTH				
			2.00						1.7	M-F						1.2	M-F				
			2.15				1.8*	14*	1.7	M-F				1.4*	13*	1.3	M-F				
			2.30						1.6	FRI.						1.0	WED.				
		VARIOUS TIMES (SUS)																			
DAY MONDAY-FRIDAY																					
ABC ABC WORLD NEWS-MORN-615A(SUS)		6.15- 6.30AM	6.15							M-F											M-F
ABC ABC WORLD NEWS-MORN-645A		6.45- 7.00AM	6.45	1,750	2.1	1,580	1.9	16	1.9	M-F	1,830	2.2	1,670	2.0	17	2.0	M-F				
ABC ABC DAYTIME NEWSBRIEF-M-F		1.57- 1.59PM	1.45	7,000	8.4	6,660	8.0	25	8.0	M-F	6,580	7.9	6,250	7.5	24	7.5	M-F				
ABC ABC AFTERSCHOOL SPECIAL(S)	1	4.30- 5.30PM	4.30	10,500	12.6	7,500	9.0	21	7.6	WED.											
			4.45				7.7*	20*	7.9	WED.											
			5.00						9.7	WED.											
			5.15				10.3*	23*	10.8	WED.											

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
DAY MONDAY-FRIDAY-CONT'D																			
CBS CBS EARLY MORNING NEWS		6.30- 7.00AM	6.30 6.45	1,170	1.4	830	1.0	13	.9 1.2	M-F M-F		1,250	1.5	920	1.1	14	1.1 1.2	M-F M-F	
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	6,750	8.1	6,410	7.7	29	7.7	M-F		5,750	6.9	5,580	6.7	28	6.7	M-F	
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	6,160	7.4	5,660	6.8	20	6.8	M-F		5,830	7.0	5,580	6.7	20	6.7	M-F	
NBC EARLY TODAY M-F		6.30- 6.55AM	6.30 6.45	1,330	1.6	1,000	1.2	11	1.1 1.5	M-F M-F		1,330	1.6	1,080	1.3	12	1.1 1.6	M-F M-F	
DAY SATURDAY																			
ABC SCHOOLHOUSE ROCK-8.25AM		8.25- 8.29AM	8.15	4,500	5.4	3,330	4.0	24	4.0			3,080	3.7	2,830	3.4	22	3.4		
ABC SCHOOLHOUSE ROCK-10.55AM		10.55-10.59AM	10.45	4,830	5.8	4,170	5.0	17	5.0			5,000	6.0	4,410	5.3	19	5.3		
ABC SCHOOLHOUSE ROCK-11.55AM		11.55-11.59AM	11.45	6,080	7.3	5,000	6.0	18	6.0			4,750	5.7	4,000	4.8	18	4.8		
ABC PRO BOWLERS TOUR	2	3.30- 5.03PM	+GRID 5.00									10,250	12.3	6,000	7.2	20			7.5
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	3,000	3.6	2,750	3.3	20	3.3			2,250	2.7	2,080	2.5	16	2.5		
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	2,750	3.3	2,420	2.9	14	2.9			2,830	3.4	2,580	3.1	15	3.1		
CBS IN THE NEWS- 9.26AM		9.26- 9.29AM	9.15	3,420	4.1	2,920	3.5	14	3.5			3,750	4.5	3,250	3.9	16	3.9		
CBS IN THE NEWS- 9.56AM		9.56- 9.59AM	9.45	4,580	5.5	4,330	5.2	19	5.2			5,250	6.3	4,830	5.8	22	5.8		
CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	6,250	7.5	5,580	6.7	23	6.7			7,160	8.6	6,500	7.8	29	7.8		
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	6,080	7.3	5,660	6.8	21	6.8			5,830	7.0	5,660	6.8	25	6.8		
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	6,750	8.1	6,160	7.4	22	7.4			6,000	7.2	5,500	6.6	25	6.6		
CBS IN THE NEWS-12.26PM	1	12.26-12.29PM	12.15	4,660	5.6	4,330	5.2	16	5.2										
CBS IN THE NEWS-12.26PM(B)	2	12.26-12.29PM	12.15									3,170	3.8	3,080	3.7	13	3.7		
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	3,670	4.4	3,330	4.0	11	4.0			4,080	4.9	3,830	4.6	15	4.6		
CBS IN THE NEWS- 1.26PM		1.26- 1.29PM	1.15	4,250	5.1	3,750	4.5	13	4.5			3,670	4.4	3,250	3.9	14	3.9		
CBS CBS NCAA BASKETBALL-SAT	1	2.30- 4.39PM	+GRID 4.30	9,750	11.7	3,920	4.7	12											
NBC ASK NBC NEWS-8:28AM		8.28- 8.30AM	8.15	3,670	4.4	3,500	4.2	25	4.2			4,000	4.8	3,750	4.5	29	4.5		
NBC ASK NBC NEWS-8:58AM		8.58- 9.00AM	8.45	5,160	6.2	5,080	6.1	29	6.1			5,660	6.8	5,250	6.3	31	6.3		
NBC ASK NBC NEWS-10:28AM		10.28-10.30AM	10.15	6,750	8.1	6,580	7.9	27	7.9			5,250	6.3	5,080	6.1	22	6.1		
NBC ASK NBC NEWS-10:58AM		10.58-11.00AM	10.45	6,160	7.4	5,910	7.1	24	7.1			4,750	5.7	4,750	5.7	21	5.7		
NBC ASK NBC NEWS-11:58AM		11.58-12.00NN	11.45	6,000	7.2	5,580	6.7	20	6.7			4,750	5.7	4,500	5.4	20	5.4		
NBC NCAA BASKETBALL-REG'L	1	1.00- 3.13PM	+GRID 3.00 3.15	11,580	13.9	4,830	5.8	15											
NBC NCAA BASKETBALL	1	3.00- 4.56PM	+GRID 5.00	10,660	12.8	4,250	5.1	13											
NBC NCAA BASKETBALL-REG'L	2	3.00- 5.03PM	+GRID 5.00									10,250	12.3	4,410	5.3	15			3.0
DAY SUNDAY																			
CBS IN THE NEWS-7.26AM-SUN(SUS)		7.26- 7.29AM	7.15																
CBS IN THE NEWS-7.56AM-SUN(SUS)		7.56- 7.59AM	7.45																

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %				
DAY SUNDAY-CONT'D CBS DAYTONA 500(S)	2	12.00- 3.55PM	→GRID 3.45								18,240 21.9	7,250	8.7 26 10.0* 27*		9.2		
NBC SPORTSWORLD	1	3.00- 4.33PM	→GRID 4.30	12,410	14.9	6,580	7.9	18	8.2								

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NIELSEN NATIONAL TV RATINGS REPORT
1st FEBRUARY 1983 REPORT
January 24-February 6, 1983

The following revised program audience data are the result of program lineup changes received from the Networks too late for inclusion in the above report.

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG AUD BY ¼ HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	SHARE %	SHARE %		
PAGE A-19 DAY-SUN NBC LATE NIGHT MOVIE	2	11:30-12:43A	11.30 11.45 12.00 12.15 12.30	1,420	1.7	7,497	.9 1.0*	3 3*	1.1 .9 .8 .9 .9	SUN SUN SUN SUN SUN

PROGRAM ESTIMATES (Alpha)													
PROGRAM NAME		NO. OF T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES					
WK 1	DAY	START TIME	DUR	NET	PROG. TYPE †	WK 1	WK 2	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
PAGE 33													
NBC LATE NIGHT MOVIE													
1	SUN.	11.34P	43	NBC	18 FF	38	39	56	60	A	1.6	5	133
2	SUN.	11.30P	73							B	1.5	5	125
		11.30-12.00								A	1.7	5	142

NTI/NAC

Bulletin

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March 4, 1983

THE PRESIDENT'S FEBRUARY 1983 PRESS CONFERENCES

In February 1983, President Ronald Reagan held two nationally televised press conferences.

NTI estimates of the combined three-network audiences to each of these events are reported below:

	PRESS CONFERENCE FRI., FEBRUARY 4 10:48-11:08AM NYT		PRESS CONFERENCE WED., FEBRUARY 16 8:00-8:39PM NYT	
	PERCENT	MILLIONS	PERCENT	MILLIONS
Total Audience				
Households	17.9	14.9	47.2	39.3
Average Audience				
Households	15.3	12.7	39.9	33.2
Total Persons*	7.1	15.4	23.9	52.1
Total Women	10.6	9.2	27.7	23.9
18-49	6.9	3.7	21.1	11.5
Total Men	5.5	4.2	25.6	19.9
18-49	4.6	2.4	19.6	10.3
Total Teens	1.4	0.3	16.5	3.6
Total Children*	5.1	1.7	14.5	4.7

*Excluding children under 2 years of age.